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# AIR TRANSPORTATION

ANNUAL
AIR
FREIGHT
FORWARDING
ISSUE

BUNE • 1961

The Air Magazine for The Modern Shipper

Vol. 38, No. 6



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. . . Very interesting periodical. F. Higgins Traffic Manager Olin Mathieson Chemical Corp. New Haven, Conn.

You are doing an excellent job. Van Noy Davis General Traffic Manager Revell, Inc. Venice, Calif.

We find your magazine helpful in keeping us up to date on new air transport matters.

W. S. Kozlowski Traffic Manager Ralston Purina Co., Ltd. Montreal, Que., Canada

. . . Good magazine. Paul E. Gans Asst. General Traffic Manager Deere & Co. Moline, Ill.

I like Air Transportation very much. R. W. Smith
Traffic Manager
Kleinschmidt Division
Smith-Corona-Marchant Deerfield, Ill.

. I look forward tremendously to receiving this journal each month. The con-tents not only keep me in touch with the U. S. domestic air freight affairs, but also bring out the highlights and news within the industry which otherwise I would have missed.

J. Alexander Manager Emery Air Freight Corp. London, England

. Very fine magazine.
K. J. Moylan
Traffic Manager
Millers Falls Paper Co.
Millers Falls, Mass. . . .

. . Fine publication. Frederick W. Schroeder Supervisor Westinghouse Electric Corp. Vicksburg, Miss. . . .

We find your magazine very interesting.
A. C. Lowe
Traffic Manager Link-Belt Limited Toronto, Ont., Canada

. .

Air Transportation is very much enjoyed. R. C. Sollenberger Executive Vice Pres Conveyor Equipment Vice President Manufacturers Assn. Washington, D. C.

A most interesting and informative magazine. I look forward to each issue. E. T. Westrich District Traffic Manager Anheuser-Busch, Inc. Newark, N. J.

. . . Very helpful. F. Simpkins Traffic Manager
Foster Bros. Mfg. Co.
St. Louis, Mo.

Enjoy your magazine very much. R. C. Robertson Purchasing Agent National Airlines National Airlin Miami, Florida

We get much information from your Air Transportation.

C. F. Kirwan General Traffic Manager Eureka Williams Co. Bloomington, Ill.

w. M. Arpino Traffic Manager Good issues. Bohn Aluminum & Brass Corp Detroit, Mich.

Your magazine makes interesting reading.

C. H. Gourley Traffic Manager Massachusetts Port Authority Boston, Mass.

I continue to find Air Transportation tops in its field. The many excellent articles are anxiously awaited each month. Congratulations on your fine publication.
William R. Humphrey
Traffic Manager Kaman Aircraft Corp. Bloomfield, Conn.

Your publication is quite interesting as it contains considerable information for the air shipper.

Sam J. Rudolf Traffic Manager Automatic Signal Division Eastern Industries East Norwalk, Conn.

We have found your magazine very interesting and informative.

K. A. Omer Traffic Supervisor Cyanamid of Canada, Ltd. Niagara Falls, Ont., Canada

I enjoy the information and articles I read in Air Transportation.

David L. Wartner

Manager of Traffic Hendrie & Bolthoff Co. Denver, Colo. . .

. . Very good information in your magazine.

H. B. Main General Sales Manager Canadian Pacific Air Lines Vancouver, B. C., Canada . .

This is a very interesting magazine and I always look forward to receiving it. O. M. Spolander Traffic Manager Rheem Manufacturing Co.

Chicago, Ill.

A magazine worth the reading time. Henry T. Celurao Traffic Manager David Clark Co., Inc. Worcester, Mass.

I find your magazine interesting and informative.

Jack C. Peet Traffic Manager Gar Wood Industries, Inc. Wayne, Mich.

Wonderful reading. Assists a good deal in my work.

Charles S. Minnice Traffic Manager National Tea Co. Chicago, Ill.

Your magazine is always interesting. Junichi Nagaoka Business Manager Nishi Nippon Railroad Co., Ltd. Air & Sea Transport Div. Tokyo, Japan

You present a factual and readable magazine.

J. A. Greene Vice President Trans World Shipping Corp. New Orleans, La. . .

. . . A most comprehensive publication. Frank Juranek General Traffic Manager Clark Equipment Co. Battle Creek, Mich.

. . Well prepared and very good reading.

Traffic Manager Famous-Barr C St. Louis, Mo.

. . Find your magazine most informative and useful.

H. C. Grueb Sup'r of Shipping General Electric Co. Fort Wayne, Ind.

Congratulations to John F. Budd and staff for a fine publication. Robert J. Stevens
Traffic Manager
Towle Manufacturing Co. Newburyport, Mass.

We enjoy your publication very much. M. T. Northey General Traffic Manager Minneapolis-Honeywell Regulator Co. Minneapolis, Minn.

I like the issues very much.
M. L. Albright
Manager, Traffic Div.
Bros Incorporated
Minneapolis, Minn.

. I enjoy reading Air Transportation.

Mack Earhart Traffic Manager National Tile & Mfg. Co. Anderson, Ind. . . .

Your material is top quality. All issues are thoroughly read, circulated, with certain items filed for future reference.

A. C. Bromberek Traffic Manager S. S. Kresge Co. Fort Wayne, Ind.



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AIR TRANSPORTATION, published once each month, theroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling demeatic and international air freight, air express and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, eargoplane development rates, packaging, materials handling, documentation, air eargo terminal development, fasurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

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#### CAB Announces a Cost-Finding Study of Cargo

The Civil Aeronautics Board has taken the bull by the horns and moved in the

direction of determining the basic economic facts of air cargo. Alan S. Boyd, chairman, has called for bids on a proposed contract which would provide costfinding information to the Board.

"Air cargo has a great two-way potential—for tremendous expansion, or for grave financial losses," Boyd declared, "We need a hard core



Boyd

What's it cost?

of basic economic fact to help us adopt the right policies."

The Board, in an official announcement of its decision to request bids for the contract, stated:

"The air cargo industry, both domestic and international, appears to be in course of rapid change. Volume of potential air cargo seems to be sensitive to given rafes. Rate policies, structures, and levels will therefore have an extremely important influence on the future course of the air cargo industry. The two most important (Concluded on Page 76)

#### New North Atlantic Rates Sept. 1 As Airlines Achieve Compromise

On the fifteenth day after the start of a third attempt to iron out a compromise agreement on North Atlantic air cargo rates, the airline members of the International Air Transport Association's Traffic Conference No. 1 reached agreement. Two earlier meetings—one at Cannes in September 1960, and the second in Paris last February—had failed. (November 1960 AT, Page 5; March 1961, Page 24.)

#### Slick Plans to Resume Common Carriage Service

Slick Airways, pioneer all-cargo airline which on February 24, 1958 suspended all commercial flights (March 1958 AT, Page 28), has filed with the Civil Aeronautics

Board its intention to resume operations.

According to Earl F. Slick, chairman of the board of the airline, coast-to-coast freight runs would be operated with a fleet of Lockheed 1049H aircraft. Two Canadair CL-44 swingtail propjets are expected in the fall.

Direct service would be maintained to and from New York, Boston, Philadelphia, Detroit, Chicago, Denver, Dallas, Fort Worth, Los Angeles, San Francisco, and Oakland. Truck-air service would be op-

The new agreement achieved the following:

It dissolved the threat of what could have been a disastrous rate war.

It extended present North Atlantic rates to August 31, 1961.

▶ It established new low rates, additional weight breakpoints, and higher minimums, effective September 1, 1961, to continue through March 31, 1963.

It reduced drastically the number of specific commodities, with about twice as many in effect on the westbound run.

Read Richard Malkin's definitive article on the new rates, on Page 14 of this issue. Included are charts detailing general and specific commodity rates.

Under the new rates, which first must be approved by the various governments of the air carriers, savings over current rates will in certain cases go as high as 65% on large-volume consignments.

#### Weight Breaks

Weight levels for general commodity shipments have been set at 1-99 pounds, 100-219 pounds, 220-549 pounds, 550-1,019 pounds, 1,100-2,199 pounds, 2,200-16,499 pounds, and 16,500 pounds and over (the latter eastbound only). Rates in this category will range from \$1.00 per pound in the smallest weight bracket, to 31¢ in the highest.

highest.

The minimum rate has been increased to \$11 for New York, Boston, San Juan, Montreal and all points east of the latter city; and \$12 for all other United States and Canadian points, as well as Mexico. In a formal statement issued at the con-

In a formal statement issued at the conclusion of the third and successful cargo parley, H. Bryan Renwick, vice president of Canadian Pacific Airlines and chairman of the IATA Traffic Conference, said:

"The airlines are confident that these

"The airlines are confident that these sizeable reductions will break open new markets and magnify the flow of bulk cargo across the Atlantic to match the rapidly increasing capacities of both passenger jets and all-cargo aircraft.

"We believe the new rating system will transform a technological revolution in air transport into an economic revolution in distribution and marketing."

CAB OFFICIALS SEE FOR THEMSELVES



Last month a group of Civil Aeronautics Board officials inspected the New York International Airport Cargo Terminal and the various cargo facilities. The CAB men spoke with both airline and forwarding executives as they made the rounds. Pictured here at Seaboard World Airlines' terminal are (standing on ramp, left to right): Charles W. Rinka, general traffic manager-air freight, American Express Co.; Alvin B. Beck, president, Air Express International; and Alastair Thomson, vice president-commercial services, Seaboard. On the tarmac (left to right) are: George McGuire, Port of New York Authority; Robert Williams, director of customer service, Seaboard; John E. Muhlfeld, vice president-sales, AEI; Richard J. Trainor, director of forwarder and agency sales, Seaboard; George Hearn, CAB staff; Robert McGuire, vice chairman, CAB; Michael Cafferty, CAB staff; Thomas D. Griffin, president of both Acme Air Cargo, Inc. and AFFA; and Louis P. Haffer, executive vice president and counsel, AFFA. Officials' visit was called "fruitful."

PAGE 4—AIR TRANSPORTATION—Air Commerce

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#### **Pakistan Opens Services** To New York on June 17

Pakistan International Airlines is scheduled to inaugurate between Karachi and direct jet service

New York, starting June 17.

Shiland, Andrew Jr., North American sales manager, told Air Transportation that PIA will operate Boeing 720B continentals on a weekly basis. Next April the schedule will be stepped up "three, and prob ably four, round trips per week.



PIA inaugural

The Karachi - New York run will be via Teheran, Beirut, Rome, Geneva, and London, The route between Pakistan and England is, at the present time, operated with Lockheed Super Constellation equipment. The Pakistani air carrier recently purchased three

#### Varig Buys into Aerovias

Fifty percent of the voting stock of Empresa de Transportes Aerovias Bra-silia, the international division of Real-Aerovias, has been purchased by Varig Airlines. The announcement, made by Airlines. The announcement, made by Ruben M. Berta, Varig president, said that the decision is subject to approval by the Brazilian Government. A new president and board of directors will be

president and board of directors will be elected to control Aerovias Brasilia fol-lowing government approval. Aerovias Brasilia, which next January will take delivery of three Convair 990 jets originially ordered by Real-Aerovias, will operate these key routes: Sao Paulo-Rio-Belem-Caracas-Miami; Sao Paula-Rio-Manaus-Bogota-Mexico City-Los Angeles-Honolulu-Wake-Tokyo.

#### John F. Budd is Given Honor by New Orleans

Air Transportation's publisher, John F. Budd, was made an Honorary Citizen of New Orleans at a special ceremony last month in the Roosevelt Hotel there.

The presentation of a document naming him an Honorary Citizen was made in the name of Mayor de Lesseps Morrison whose signature headed those of nine city officials.

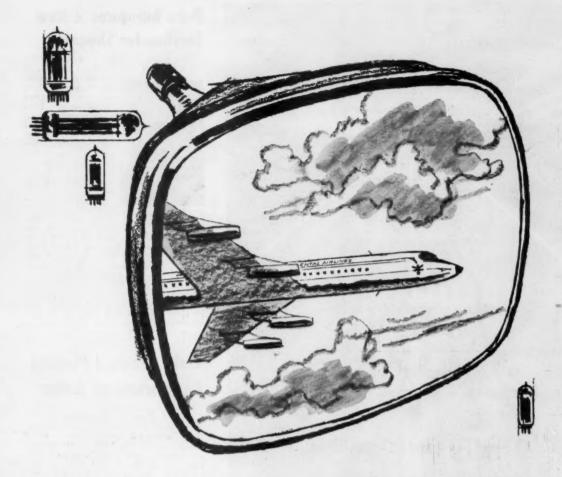
Although a New Yorker, Budd long has been a familiar figure in New Orleans and has actively cooper-ated in the international trade affairs of the port. He has been



Budd Honorary citizen

for years a participant at the Mississippi Valley World Trade
Conference which annually takes place in

Budd also is editor and publisher of the Custom House Guide and American Import & Export Bulletin. Additionally he serves as an officer or board member of various foreign trade organizations.



From the Cargo Files of the most experienced jetline in the West:

# When SYLVANIA ships TV tubes, Continental's Golden Jets enter the picture!

Cutting costs is a prime aim of alert corporate management today. Sylvania reduces warehousing and distribution expense by maintaining a major distribution center near Chicago for its radio and TV picture tubes.

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assure fast, on-time arrival in the Kansas City and Denver gateways. Distributors in virtually all areas get dependable first day delivery from Chicago.

Continental offers many service advantages for shippers. Cargo is ordinarily accepted for the Golden Jets up to 45 minutes before take-off. Furthermore, you can reserve cargo space on any specific flight... at no extra charge to you.

Interested in delivery efficiency? Continental has a unique way to prove the reliability and speed of Golden Jet service to you. For information, ask your local Continental Cargo Manager or write: Mr. Lee Slay, Director, Cargo Sales, Continental Airlines,

Stapleton Field, Denver 7, Colorado.



NEWI Continental jet cargo service on the Los Angeles-Phoenix-El Paso-San Antonio-Houston route, effective June 11. Six Golden Jet flights daily between Los Angeles and Houston! Plus fast, frequent jet schedules between Los Angeles-Denver-Kansas City-Chicago.



# Right down Alitalia's alley... with ALL-CARGO Flights!

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# Delta Introduces 2 New Services for Shippers

John Pogue, manager of cargo for Delta Air Lines, has announced the addition of



Pogue Aids shippers

two more services for air shippers. These are the Shippers Consolidation Plan, a combination air freight - air parcel post service; and the Economy Freight Service, which offers lower rates when freight is shipped during the daytime hours.

Delta's cargo executive, explaining the Shippers Consolidation Plan, said that airfreighted to the

consignments are airfreighted to the point nearest the addresses, then transferred to the post office for parcel post delivery. With regard to the Economy Freight Service, he pointed out that it was instituted in order to encourage air-shipping during the daylight hours, a time of the day when the freight volume is at its lowest ebb. Savings range up to 40%, he asserted.

# Arabs Reported Planning An International Airline

It is reported that a group of Arab aviation specialists has approved the investment of \$47.6 million in an Arabian air transportation company which would establish an international network, including overseas routes. According to the report, 60% of the capital will be supplied equally by the United Arab Republic and Iraq, 30% divided between Saudi Arabia and Kuwait, with Yemen and Lebanon investing the balance.

#### Russia-Bound Ice Capades Sends 90,000 Lbs. by KLM

KLM Royal Dutch Airlines, which a year ago made headlines with its United States Russia seven-plane airlift of My Fair Lady, duplicated the job in a lesser measure for the popular ice ballet, Ice Capades. Four chartered freighters airhauled 90,000 pounds of scenery, electrical equipment, and stage properties from Philadelphia to London. Transferred to Russian ships at Southampton, the gear was moved to Leningrad by surface.

The 45-ton shipment consisted of 220 separate pieces. It was transported in two DC-7Fs and two Lockheed 1049Hs.

#### Ghana Airways to U. S.

According to word from abroad, Ghana Airways anticipates establishing a transatlantic route which will link Accra with New York. The run, which it is hoped will be inaugurated in July 1962, will be via the Caribbean. Ghana has two Boeing jets on order.



515 feet long, this cargo terminal office building at Zurich connects with warehouse, storage and cargo-handling building to the rear.



Daily DC-8 service and all-cargo flights from New York take advantage of the jet age's fastest, most efficient transshipment handling.



Large door, all-cargo aircraft fly to Zurich, too! A key cargo hub, Zurich is served by 27 airlines flying to all parts of the world.



Terminal's facilities range from free trade zone areas to refrigerator rooms, from guarded vaults to high speed conveyors.

### Zurich's new all-cargo terminal: 120,000 square feet of facilities designed from the ground up for cargo. Here, transshipping takes minutes, not hours.

Zurich, in the heart of Europe, served by 27 airlines, took a giant step into the jet cargo age late last year with the opening of its new two-building cargo terminal. Key cargo gateway to Southern Europe, Mid-East and Orient, Zurich now offers you the world's most complete, most advanced cargo facilities.

Here you'll find high-speed conveyor systems to rush documents along...cold storage rooms offering a variety of temperatures...animal hostels...9,000 square feet of free trade zone facilities...radiation storage rooms...guarded vaults. And here, to save valuable time, all forwarders, agents and airline offices are located under one roof, within easy reach of one another.

From New York, daily Swissair DC-8 flights plus all-cargo services connect with Swissair Caravelles and other aircraft flying to 55 cities on five continents. In addition, a full schedule of connecting flights is offered by 26 other airlines flying from Zurich to every part of the world. Swissair will shortly add Convair "Coronado 990" jets to the Near and Far East. Take advantage of Zurich's unique facilities on your next shipment to Switzerland, Southern or Eastern Europe, the Mid-East, Orient or Africa. Just call your IATA cargo agent

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#### **IRELAND**

# PAA Expands its WMS To 3 More Countries

Pan American World Airways' fourmonth-old World Marketing Service has been expanded to include the United Kingdom, Italy, and Japan.

dom, Italy, and Japan.
Willis G. Lipscomb, vice president-traffic and sales, stated that the global airline has received hundreds of inquiries since the kick-off date of WMS (February 1961, AT, Page 12), these resulting in cargo transactions which have "opened new fields for producers, buyers, and distributors.





ore

Lipscomb

Picking up steam

Headed by George Moore, former New York district cargo manager, WMS is available free to all businessmen. It provides specific information about specific countries, and offers the use of Pan Am's representatives abroad as agents of the companies which utilize the air carrier's cargo services.

Initially, businessmen interested in opening new markets or realizing a better potential from the ones in which they were operating, were invited to contact Pan Am at any of its 31 sales offices in the United States and Canada. As Moore's department enlarged its capacity and more of the airline's personnel were trained for the marketing service, its scope grew. Now it will be possible to procure the same type of information from personnel at Pan Am's offices in the United Kingdom, Italy, and Japan. It is expected that within the next few months WMS will undergo another expansion.

#### Air Freight Symposium Hears Views of Experts

Experts from various quarters of the air freight industry, as well as the military, participated in a symposium at the Hotel Statler in New York last month. The symposium was presented by Shipping Management in cooperation with the Air Cargo Sales Club of New York and the Society of Traffic & Transportation.

Speakers included Gen. E. R. Quesada, former Federal Aviation Agency Administrator; Etienne Dreyfous, cargo manager-North America, Air France; Eugene C. Taylor, vice president-cargo sales and service, American Airlines; W. O. Greenway, cargo manager-United States. British Overseas Airways Corp.; John R. Pogue, manager of cargo sales, Delta Air Lines; Roger W. Gerling, vice president, Spector Freight System, Inc.; John C. Emery, Sr., president, Emery Air Freight Corp.; Samuel C. Dunlap, vice president, Air Cargo (Concluded on Page 76)

#### BOAC Cargo Sales in UK Heightened by Changes

British Overseas Airways Corp. has reorganized its sales organization in the United Kingdom to the extent that separate cargo and passenger sales managers will replace the sales manager who, until now, has headed the department. BOAC stated that the action was taken "on the theory that the expanding cargo business demands that it should receive more special treatment, and that the sales force responsible for obtaining air carge business should be separately directed."

#### North Atlantic Freight Traffic Shows New Gain

Statistics for the first quarter of 1961, just released by the International Air Transport Association, show an increase of 34% in North Atlantic freight traffic over January-March, 1960. A total of 13,495,724 kilograms (29,690,593 pounds) was hauled on scheduled flights. Following is the breakdown:

Cargo (kilos)	January B	February EASTBOUNI	March
Passenger Flights	1,214,268	1,163,403	1,401,272
Cargo Flights	1,017,188	1,215,976	1,402,475
Total	2,831,456	8,379,579	2,803,747
	V	VESTBOUN	D
Passenger Flights	1,142,988	1,049,779	1,185,242
Cargo Flights	784,910	860,474	1,057,749
Total	1,927,598	1,910,253	2,242,991

During the period, passenger flights carried 7,156,952 kilograms, while all-cargo flights hauled 6,338,772 kilograms.

#### Traveling Salesman Is Given a Break by UAL

Effective on United Air Lines' points west of Denver is a more convenient method designated for salesmen laden with heavy sample cases. A salesman flying UAL in that part of the country are now permitted to check in his case at the passenger terminal, paying the freight rate. At destination, he reclaims his case at the baggage-claiming area. Heretofore, sample cases, like extra-heavy baggage, drew the freight rate, but it was required that their owner reclaim them at the air freight terminal.

#### Miami Wants Some of NY's Many Transatlantic Flights

The Metropolitan Dade Country Port Authority has kicked off a drive aimed at the transfer of some of the transallantic flights out of New York International Airport to Miami International Airport. The 13-man commission believes that air traffic congestion over New York can (Concluded on Page 78)

#### **BOAC Appoints Agents**

British Overseas Airways Corp. has appointed the Pacific Steam Navigation Co. as general agents in Peru for the airline. For the time being, M. T. Hollings, the steamship company's Lima manager, will act as BOAC's manager for Peru.

# through this door can go the biggest cargo now flown across the Pacific

Japan Air Lines now has DC-7F Freighters in cargo service.

Capacity: 30,500 lbs. Floor load limit: up to 200 lbs. per square foot. Aft door sizes: 124" wide by 78" high.

No plane can carry anything bigger across the Pacific • Or more dependably. Your cargo is lovingly handled, securely packed in a pressurized, temperature-controlled compartment. JAL's experienced personnel, both in the U.S. and the Orient, sees that it gets there — on time. An exclusive extra: assurance of no "off-loading." Also: reserved space, in-transit information, protected trans-shipment on from Tokyo, daily service for smaller cargo on JAL's DC-8C passenger jets.

It's good business to specify JAL Courier Cargo. The rates? Often much lower than the total cost of sea shipment. Talk to your cargo agent or your forwarder. Or call the JAL cargo office in your city.



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U.S. to Japan and all the Orient

Offices in New York \* San Francisco \* Los Angeles \* Seattle \* Chicago \* Cleveland \* Datroit \* Boston \* Philadelphia \* Washington \* Dallas \* Houston \* Denver \* San Diego \* Honolulu \* Vancouver \* Terranta

JUNE 1961-PAGE 11



By DAVID A. EDWARDS United Kingdom Correspondent

E UROPE is one huge complexity of air transport centres, which ruggedly follow the contours of economic growth. In the next few months this column will be visiting some of the more important centres to meet some of the key executives who ensure the smooth running of the mtricate operations.

Manchester, the metropolis of Northern England, has been chosen to start this series, because of all European cities, it has shown an amazing interest in air transportation coupled with imaginative forward planning.

Manchester Airport is the largest municipal airport in Great Britain, and is the only airport in England, outside London, which is capable of meeting the constantly increasing demand for cargo and passenger transport and of accommodating transatlantic aircraft. Further, its position in relation to land transport facilities make the airport of immense importance to the Midlands, the North-West and the North-East.

#### SHANNON EXHIBIT IN NEW YORK



Ireland House in New York City was the scene of an impressive exhibit of the Shannon Free Airport Development Company which highlighted the role played by air cargo in the economy of Ireland. Visiting business men learned about Shannon Airport's "industrial United Nations," a customs-free zone where American, British, German, South African, and Japanese firms have taken advantage of unique financial and tax incentives. Shown above at the exhibit are [left to right] His Excellency John M. Conway, Ireland's Minister Plenipotentiary to the United States; Louis P. Davis, Jr., of AMF International; John G. Lynch, development manager, Shannon Airport; and James W. Warren, AMF International.

The freight potential in the Manchester Airport service area is enormous. For example, within a 50-mile radius are all the cotton manufacturing towns, the whole

of the Yorkshire woollen district, the Potteries, Sheffield, Liverpool, and part of the manufacturing area around (Concluded on Page 76)



PAGE 12-AIR TRANSPORTATION-Air Commerce

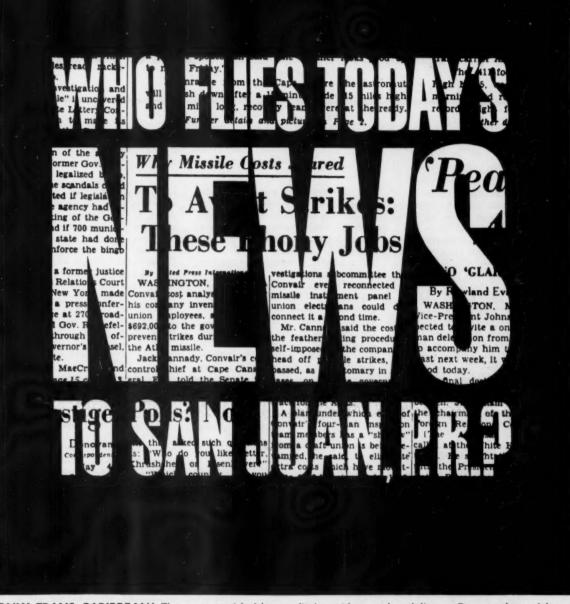
#### CARGO SERVICE MAHARAJAH-STYLE

Now five flights a week to London, Europe and the East

Cargo-coddling jet service Wednesday thru Sunday, leaving New York at 9:30 P.M. Boeing 707 Jets direct to London, Paris, Frankfurt, Geneva, Prague, Rome, Cairo, Beirut, Bombay, Calcutta. From large oil-drilling equipment to small elephants, whatever your cargo, we'll handle it with the care, speed and precision worthy of a maharajah's treasure.

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For information and pickup, call your freight agent of AIR-INDIA Cargo, PLaza 1-4146.



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flights with next-day delivery—Door-to-door pick-ups and deliveries. No other airline offers lower rates. Extra savings on shipments over 10,000 lbs. Special cargo charter rates.

**SPECIAL ARUBA SERVICE.** Cargo flights 3 times weekly with lowest rates on many items (foodstuffs and apparel, for instance). Door-to-door pick-ups and next-day deliveries.

# Trans Caribbean Airways CARIBE CARGO/CARGO BUILDING NO. 84/N. Y. INTERNATIONAL AIRPORT/PHONE OLYMPIA 6-8080

#### By RICHARD MALKIN • Executive Editor, Air Transportation

ORD drifted down from Montreal that an agreement on North Atlantic cargo rates was "imminent". Twenty-four hours later the rumor factory said, "Another day; two at the most." And when even this extra margin of time was in the past. it became more obvious that this final attempt to resolve the jittery rates situation was not going to be a pushover, even though everyone agreed that there just had to be an agreement.

Finally the news was flashed to the far-flung corners of the air freight community that the carrier members of Traffic Conference No. 1 of the International Air Transport Association actually had reached some sort of an agreement; and before most had gained more than a smattering of the consistency of the new pact, a gargantuan

sigh of relief broke over the industry like a summer's thunderclap.

Gone was the threat of an open-rate situation. Gone was the threat of war. On the horizon were lower rates, higher minimums, additional weight levels, and a reduced number of specific commodities.

And beyond the horizon-what?

If one is seeking to pinpoint the origins of the situation, he must look not too far back to the day when the first big jets of the Boeing 707 and Douglas DC-8 types were acquired by the international airlines. Even before that time there were ominous rumblings that these big passenger jets, each with a speed a couple of hundred miles faster than the swiftest pistonengine transport and with a cargo capacity of a DC-4 airfreighter, would

touch off a revolution in air freight for which the industry had best be prepared. At the same time, the use of that attractive, albeit much abused word, breakthrough, reached peak popularity.

As the airlines' jet fleets burgeoned, the problem of what to do with the propeller-driven equipment became more acute. Like the sudden rounding of a corner by a mob, the carriers found it expedient to convert part of their piston-engine fleets to all-cargo configuration. First-class transports of the Super H and DC-7C ilk underwent stripping for the rough job of hauling freight.

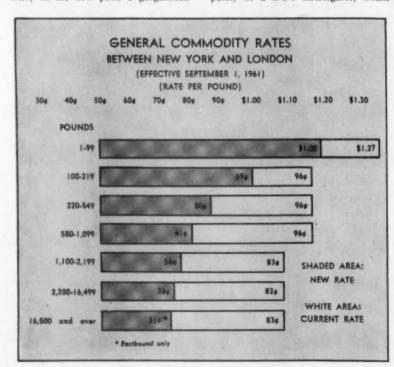
Sir William P. Hildred, director general of IATA, had a few words to say about this in Copenhagen last September.

"There will be at least 60 all-cargo aircraft in international service before the middle of 1961. There is every possibility that IATA members will have at least twice their present capacity by the end of the coming year, and that this will continue to grow substantially beyond that date. If we drift along as we have done, the gap is likely to become even more serious . . .

"Within the next decade we should be capable of carrying loads of 50 to 100 tons at low bulk rates . . . . The question is whether we are doing enough to develop bulk now and whether we can count on getting it when the need becomes even more urgent . . . .

"Certainly, there are few points at issue here which are more important than the overwhelming necessity to put cargo rating on a sound economic basis."

Sir William had voiced what many airline cargo officials privately were saying. His words were pounced on with glee by air freight forwarders (consolidators) and IATA cargo agents on both sides of the Atlantic. Their demands that there is (to quote Sir William himself) an "overwhelming necessity to put cargo rating on a



PAGE 14—AIR TRANSPORTATION—Air Commerce

	TRANSATLANTIC SPECIFIC COMMODITIES
TOTAL S	EFFECTIVE SEPTEMBER 1, 1961
NO.	DESCRIPTION
0004	
1105a	Foodstuffs, Spices and Beverages, N.E.S. excluding Caviar.  Furs, Hides, Pelts and Skins of Beaver, Lynx, Muskrat, Otter,
	Squirrel and Fox.
1224a	Leather, tanned, dyed, finished or semi-finished.
1224b	Leather Billfolds, Purses, Wallets, Carrying Cases, Handbags, Luggage, excluding parts thereof.
1400	Floral and/or Nursery Stock and Bulbs, Flowers, Seeds, Tubers, N.E.S.
1407	Floral and Nursery Stock and Seeds, N.E.S. excluding Cut Flowers.
1421a	Cut Flowers, including Mimosa, and parts thereof.
2102	Cloth, exclusively in bales, bolts or pieces, not further processed or manufactured.
2198a	Yaro, Thread, Fibres, natural and synthetic; Cloth exclusively in bales, bolts or pieces, not further processed or manufactured, N.E.S. excluding Clothing and Footwear, Outerwear, and Undergarments.
2198b	Yarn, Thread, Fibres, natural and synthetic; Cloth, Drawnwork, Needle- work, Embroideries, Tulle and Lace, exclusively in bales, belts or pieces, not further processed or manufactured; Hat Bodies; Handker- chiefs; N.E.S. excluding Clothing and Footwear, Outerwear and Under- garments.
2203	Clothing and Footwear, Outerwear, Undergarments, and parts thereof; N.E.S. excluding Umbrellas, Billfolds, Purses, Carrying Cases, Hand- bags, Costume Jewelry, Jewelry, Canes, Watches and Clocks.
2330a	Gloves and Mittens, finished, excluding parts thereof.
2420a	Shoes and Slippers, finished; Shoe and Slipper Soles and Heels; N.E.S. excluding any other parts thereof.
3991	Metals (excluding Gold, Silver, Platinum Metals) in the following forms: Cable, Mesh, Rivets, Sheets, Turbines and/or Wire; and parts thereof; N.E.S.
4202	Automobiles and Agricultural Machinery; and parts thereof.
4226	Motorcycles and Motorscooters, complete, and parts thereof.
4311	Adding and/or Computing Machines; Machines for duplicating docu- ments and letters; Typewriters; and parts thereof.
4403a	Electronic Control Panels, and parts thereof; for Automatic Telephone and Teletype Exchange Installations, Sound Recording Studios; Elec- tronic Tubes, and parts thereof.
4417	Radio, Television, Phonographs, and Sound Recording Sets for house-hold use, including combinations and parts thereof, N.E.S., Records, Recording Tapes and Wire; Aerators, Air Conditioners, Blankets, Blenders, Coffee Mills, Coffee and Ten Pets, Dish-washing Machines, Drying Machines, Floor Polishers, Freezers, Frying Pans, Garbage Disposal Units, Grillers, Hot Plates, Ironing Machines, Kettles, Lamps (floor, table and wall), Laundry Machines, Mixers, Pressure Cookers, Refrigerators, Sewing Machines, Stoves, Toasters, Vacuum Cleaners, Water Heaters and Coolers, all electrically operated and for household use only, N.E.S., including parts thereof.
4951	Pneumatic Machinery, and parts thereof.
5299a	Pottery, Chinaware, Earthenware, Porcelain and parts thereof; N.E.S. excluding Synthetic Stones and Optical Goods.
5857	Synthetic Stones, and Glass Stones; Unset, unmounted, unstrung.
6001b	Dyes, Insecticides, Paints and Varnishes, Drugs, Pharmaceuticals and Medicines, N.E.S. excluding Essential Oils, Cosmetics, Perfumes, Toilet Preparations and Toilet Articles.
7106a	Magazines and Periodicals published once weekly or at longer intervals; Books, Printed Matter consisting of Annual Reports; Blue and White Prints, Booklets, Pamphletes, Catalogues; Instruction Manuals and Prospectus; and parts thereof, excluding Newspapers, Photographs, Postage Stamps, Legal Banknotes, Securities, Shares, Share Coupons, Uncancelled Revenue Stamps and Diplomatic Pouches.  (Concluded on Page 58)

A series of tables of typical Transatlantic Specific Commodity Rates, effective September 1, 1961, will be found on Pages 65-67.

sound economic basis" became more insistent. Certain shippers joined the cry. By all indications, everyone was in agreement that something had to be done about the cost of attracting new volume and carrying it across the ocean. That is as far as their unanimity went.

Then the question of charters for the airlift of consolidated shipments intruded. For some time the United States forwarders had refrained from taking advantage of their Civil Aeronautics Board-given authority to charter aircraft for the movement of overseas freight. Such authority was not enjoyed by their counterparts in Europe. So long as the situation remained as an inequality on the books but not in actual practice, tempers overseas were kept on even keel.

But in August of last year, Air Express International sent off to London the industry's first charter of consolidated export shipments. Since that time it has chartered 28 freighters, at a clip of roughly one a week, breaking bulk in Paris, Amsterdam, and Brussels as well. The company estimates that to date it has moved approximately 700,000 pounds of freight to Europe in this manner, in addition to its normal scheduled traffic.

There were eastbound charters by other forwarders, these on a basis of co-loading. Last February, the first west-bound charters reached New York on the same day—one by Pan Maritime Cargo Service, Inc., a division of Airborne Freight Corp.; and one by Hensel, Bruckmann, & Lorbacher, Inc., which in the United States represents the Deutsche Luftfrachtkontor, the German groupage organization.

Many airline cargo figures expressed disapproval of this practice, but they (Continued on Page 57)

Last month "Chick" Holden addressed the Air Cargo Sales Club of Cleveland. About half of his talk was devoted to a discussion of the air freight forwarder and IATA cargo sales agent.

We have asked Mr. Holden to abstract his remarks as they pertained to the air cargo transportation industry's middle-man.

Here they are in article form.

# We Share Common Goals



By RANDALL T. HOLDEN

Cargo Sales Manager

American Division

Japan Air Lines

VACAN AIR LINES

A JAL DC-7F AIRFREIGHTER recently hauled a 19,229-pound Univac Solid-State 80 Electronic Computer, from San Francisco to Tokyo. The \$500,000 computer with magnetic tape unit, which was assembled and maintained by Nippon Remington Univac, a subsidiary of Mitsui, Remington Rand International, and Tokyo Shibura Electric, was the first of its kind to be delivered to that part of the world. Forwarders specialize in volume shipments such as this one. Holden calls them "potentially the strongest tool we have in our industry." Forwarders and agents give JAL 95% of its cargo volume.

THE real pioneer in the forwarding end of this business was the IATA cargo sales agent, many of whom later became air freight forwarders. There are almost 500 of these sales agents throughout the United States today, who are providing a service to shippers that cannot be duplicated by anyone else, as theirs is a specialized job. You might say they form the export department for their accounts.

Many people believe that the need for cargo sales agents is a thing of the past, and that they will disappear from our industry. Although it is a known fact that they have lost some business to the indirect air carriers (air freight forwarders, or consolidators, approved by the Civil Aeronautics Board), I personally believe that although many of the smaller firms may be forced to merge or go out of business, there will always be a place for their services and talents due to the nature of the business. There are many shippers who depend on the type of specialized service that the cargo sales agent offers that the indirect carrier is unable to supply due to his "volume type" of operation. These services can range from certain types of documentation, warehousing, pickup service, to expedited movements. I am certain that these "small business" men will find the solution to the problems facing them and continue to contribute a large portion of the cargo revenue to the direct carriers, and in many cases, to the indirect carrier.

Now, let's discuss the indirect carrier—our air freight forwarder, or consolidator. He extends many other services to his clients, but his main revenue is produced through his consolidation service whether it be domestic or international. This is why he is so important to our efforts, as he is the volume producer which will enable the direct carrier eventually to

lower his rates; to set in motion the cycle of lower rates, more volume, larger equipment, more earnings, and creating the basis for the real air freight breakthrough.

You must admire the men who have gone into this business, because they had faith in the air freight industry. They invested not only effort, but cold cash as well. They did not wait. In fact, one man made \$1/4 million last year.

The air freight forwarder is potentially the strongest tool we have in our industry today. For various reasons many will not agree, but the fact remains—and I speak from personal observation and reference to statistics—that as the forwarder has grown, so has air freight volume. The

(Concluded on Page 72)

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WORLD-WIDE INFORMATION Current, valuable, authoritative information on the world's 114 major ports in 80 foreign lands!

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- · More space, more speed! More allcargo planes and over-ocean Jets.
- · Rates lower than ever! In more and more cases, distribution by Pan Am costs less than by surface.

**WORLD-WIDE REPRESENTATION** More American and English-speaking personnel to represent you and your shipment overseas!

- You get 114 world-wide offices—at no extra cost! Your shipment is handled the way you want.
- An American viewpoint on the spot from American-trained personnel with local market know-how.
- · World-wide contact service! Pan Am's integrated sales/service organization takes the hitches out of world shipping.
- · World-wide follow-through makes world's surest delivery!

PAN AM PUTS YOU IN BUSINESS ABROAD-WITH ONE PHONE CALL!

Call your cargo agent, freight forwarder or Pan Am office.



# TODAY'S ECONOMICAL AIR FREIGHTER

# ARGOSY

HAWKER SIDDELEY AVIATION 32 Duke Street, St. James's, London, S.W.1.

# It's Performance That Counts

Case histories which illustrate the every-day routine of the air freight industry's middle men—the CAB-registered air freight forwarder and IATA-authorized cargo agent—and highlight the function of each in relation to the shipper and to the airline.

#### ABC Air Freight Co., Inc.

The traffic manager of a major recording company was on the phone. He alerted ABC to get set for a national distribution job which would start the next day. It would be a race against time. The sooner the product hit the market, the better the chance of sales. The hot item turned out to be a 12-inch disk which described the historic achievement of America's first spaceman, Commander Alan B. Shepard, Jr. On May 4, the forwarder took possession of 114 cartons of records, weighing a total of 3,800 pounds. Consolidated into 13 shipments, they were routed over five domestic trunk lines, several of these being transshipped over the routes of local service air carriers. On May 5-the very day the courageous astronaut was decorated by President Kennedy—the platters were placed on display in record shops from coast to coast. This close timing thrust the disk into the national market at a time when Commander Shepard's name was on everyone's lips and when the sales potential of the historic album was at its peak.

#### Air Express International Corp.

An East Coast executive was transferred to Zurich. A comparative-costs study by AEI convinced his company the transfer should be made by air. Neptune World-Wide Moving, with which the forwarder has a farreaching agreement, packed the executive's entire household goods in specially designed containers and delivered them to AEI's facility at New York International Airport. The shipment filled a chartered Swissair freighter, departing at 11 a.m. Saturday, and landing next day at noon (Zurich time). AEI's agent was on tap to superintend the unloading and storing (for Swiss Customs does not work Sundays). Next morning the AEI agent fetched the executive at his hotel, drove him to the airport where his presence was required for certain documentation. Meanwhile the household goods were loaded into a trailer. At 10:30 a.m. the shipment reached his new apartment; by 1:30 p.m., it was unpacked. The combination of swift air delivery, lighter packing, lower insurance costs, reduced documentation, and eliminated expenses for the executive and his family, added up to a clear-cut economy.

#### Acme Air Cargo, Inc.

An outbreak of a dread disease at a military installation in Venezuela created a perilous situation. An emergency call for antibiotics was cabled to a U.S. manufacturer of biologicals. Acme, called into the job, coordinated both its New York and Caracas offices. While New York made arrangements for the pickup, quick processing of the necessary documents, and earliest dispatch by plane, Caracas laid the groundwork for immediate clearance and transfer on arrival. The troops were to be inoculated at Maiguetia Airport-2,700 strong. It would start minutes after the plane's landing. Then the discovery was made that Maiquetia could accommodate only one-third that number. This had a direct bearing on the shipment, for the drug could not be refrigerated and must be used within 12 hours of the time it left the lab. A hasty cable revised the operation. Each day for three days antibiotics for 900 inoculations flew southward. And each day the shipment was accepted by Acme at Maiquetia. Within minutes it was in the hands of the Medical Officer.

#### Airborne Freight Corp.

Credit Airborne with showing a printer how, by increasing his transportation costs, he could reduce his total costs. This was a great feat, in view of the fact that he had fretted about disproportionate transportation expenses in relation to the rising sales volume. Each biweetly print order given by a major TV program sponsor involves a quarter-million program notes for national distribution to schools and large quantities of tent cards and posters. Because of possible program changes, printing was closely timed, involving weekend work and heavy overtime. Introduction to air distribution by Airborne solved a big problem and eased incipient ulcers. Forwarder took charge and handled flight of material to 240 destinations throughout country, using all trunk and local service airlines. Sure, shipping costs went up. But the printer was able to eliminate overtime costs (\$200 per hour) and reduce expenses in other areas. Furthermore, he gained two days' production time, so that the eleventh-hour revisions now can be made that much closer to telecast. Best of all, customer satisfaction is at a record level.

#### Allied Air Freight, Inc.

A national loan and finance company planned a highly geared promotion campaign. It centered on the distribution of special printed material to prospects in the areas served by its offices in 60 locations throughout the country. The drive was to be kicked off simultane-ously at all 60 points. After the plan was fully set, an unforseseen hitch developed. The printer fell down on the job. Result: the promotional material was not delivered to the home office until 5 p.m. of the day preceding the campaign's start. Postponement would mean heavy losses. Too much had been invested in prior arrangements. Someone suddenly recalled the sales pitch of an Allied representative. Followed a phone call; a description of the urgency; a cool promise at the other end. At 6:30 p.m. an Allied truck picked up 60 shipments. Routings were determined, bookings made. Nine airlines were selected. By 10 p.m. all 60 were in their hands. Next morning they were turned over to the consignees. Possible havo'c had been transformed into a smooth, business-as-usual operation.

#### Barnett International Forwarders, Inc.

For many years Barnett had handled the export shipments of a distributor of heavy machines and machine parts. As air freight rates moved down, the forwarder foresaw the time when at least some of the exports could be converted to airlift. Eventually the rates reached a level which allowed Barnett to prepare an analysis of comparative sea and air transportation costs. The distributor ultimately was convinced that a part of his export volume could be switched to air without additional cost, but with the benefit of considerably greater speed which has an inherent value of its own. This led to the establishment of a system whereby the shipper sent to the forwarder copies of all orders placed with his more than 30 suppliers located in all parts of the country. It enabled Barnett to determine air shipments in advance, and to coordinate transportation schedules to specific points. Entrusted to use its discretion in the selection of transportation media, the forwarder has taken care of the shipper's interests while steadily increasing the percentage of air movements.

#### Dyson Air Freight

It happens all the time and no longer represents the unusual. But, Dyson points out, it serves to underscore some aspects of the unique worth of the forwarder or cargo agent. The following case history involved a factory in India which had broken down. Orders for replacement parts were cabled, these orders being placed with 10 different vendors spread throughout the U.S. Copies of the orders went to Dyson. It was the task of the forwarder to contact each of the vendors, issue routing orders, and collect the various shipments at his terminal by the most expeditious means. Upon arrival, the material was identified and marked. Arrangements were made with an international air carrier. Export declarations, pro forma invoice, packing list, and airwaybill were prepared. All pertinent documents went ahead by air mail to the consignee in India. Upon departure of the shipment, advice was flashed to the key party concerned with its safe and early delivery. The forwarder kept track of the consignment, issuing regular progress reports all along the way to destination.

#### American Express Co.

Minks are nervous travelers; the sooner they are delivered the better for all concerned. An Amexco operation involving over 400 live minks highlights the meaning of coordinated service. The animals were raised in three different sections of lowa. Each group was trucked to the airport nearest the farm. Thus, on the first leg of their journey, they wound up separately in Denver, Omaha, and Chicago. Denver and Chicago were regular all-cargo stops, but this was not the case with Omaha at the time. Which meant special arrangements with the airline to make a flag stop at the latter city. The gateway airport was Idlewild, and the final destination Copenhagen. But the Danish capital has no direct airfreighter service over the Atlantic. Flying the minks to another European city and transferring them to a cargoplane was a risky thing, considering the animals' temperament. Special arrangements with Lufthansa brought an unscheduled stop at Copenhagen on the normal New York-Hamburg run. Routine clearance at destination brought a full, healthy load of coats-to-be.

#### Copeland Shipping, Inc.

The operation called for the distribution of six tons of sales manuals to 180 destinations throughout Europe, the Middle East, and Africa. A deadline was stipulated: three weeks from the time they left the plant. Surface transportation was out of the question-too slow. All-air was ruled out as well, because there was a more economical means to meet the deadline. The answer lay in a combination seg-air movement. Copeland took possession of the manuals at its Idlewild Airport facility where they were packed for ocean export. The bulk shipment was trucked to the vessel. Nine days later it arrived in Rotterdam. From there it went over the road to Schiphol Airport, Amsterdam. The forwarder broke bulk at that point and took charge of the labeling and invoicing of the thousands of parcels. There followed the separation of the shipments according to final destination. These were assigned to the airlines whose flights to the many consignee points were the earliest scheduled. The latest delivery was made on the seventeenth day after the manuals' receipt in New York.

#### Emery Air Freight Corp.

A major cosmetics manufacturer set out to market-test a new product. The test area selected stretched along the East Coast, from upper New York State through Virginia. Every drug store in this area would be on the receiving end. According to the tight schedule prepared by the manufacturer (who took advantage of every extra day for possible material shortages or design changes), the advertising broadside broke on Sunday-the very day the first orders moved off the production line. Emery took over at that point. The same night virtually thousands of small individual shipments were consolidated into a small number of bulk shipments. These were airfreighted to key cities where bulk was broken down to considerably smaller units. Then, in profusion, from such points as New York, Albany, Schenectady, Philadelphia, Washington, D. C., and Richmond, Emery poured the new product into the drug stores. Most of them had it on their shelves on Monday; all of them by Tuesday morning. Retailers were enabled to reap full advantage of Sunday's ads.

#### Flying Cargo, Inc.

Heavy machinery employed on a vital construction task in Africa broke down. Delay was costly. An urgent replacement order was cabled to the U.S. Could it be flown? The equipment was of unusual dimensions. There was some doubt. Flying Cargo was certain it could be airlifted. It arranged to have 5,000 pounds of parts and spares flown to a Midwest airport where they were transferred to a chartered freighter. Twentythree thousand pounds of enormous machinery presented a difficult loading problem. But earlier the forwarder had arranged for special materials-handling equipment to cope with the bulky item. Eventually loading was accomplished. The plane streaked for Africa. Little more than a day later the same problem was duplicated in reverse—at the unloading. The forwarder had prepared for that as well. A second charter followed on its heels. This one carried a 23,500-pound payload. Construction was resumed on the tenth day of the order (of which seven days were spent in assembling). Untold thousands of dollars were saved.

#### Penson & Co.

A multi-million dollar United States manufacturing corporation, to meet competition, started an import program. After the first sea shipments arrived, pressured by its clients in this country, the U.S. manufacturer complained to the European exporter about late deliveries and threatened to cancel future orders. The exporter complained in turn about receiving payment long after the textiles' arrival in the U. S., as not only did the orders call for sea freight, but also the letters of credit called for payment against steamship original bills of lading. Penson had already been recommended to the manufacturer; now both importer and exporter appealed to the forwarder. The forwarder, by preparing a detailed analysis of the expenses involved in shipping by sea and by air, was able to prove that sizable reductions in insurance, packing, duty saved on lesser packing, and general packing, both here and abroad, made air freight as economical as sea—and considerably faster. The result? Penson has two satisfied clients, who plan to do more business than originally scheduled.

#### Peter A. Bernacki, Inc.

Mutual confidence is an all-important asset in the relationship between forwarder and shipper. Take, for example, the shipment of a 9,000-pound electronic computer, a new model, destined for display at an industrial show on the Continent. The manufacturer showed great anxiety about the machine's premature unveiling, desiring maximum impact at the exhibit hall where it would be unveiled as a "surprise". Bernacki advised air shipment in order to keep exposure at its barest minimum. The consignment, which comprised two huge cases, was packed in a way that made identification of its contents impossible. No shipping marks were visible. Extremely sensitive and prone to damage by rough handling, the cargo was superintended by qualified forwarder personnel. The same sort of hush-hush treatment was accorded the shipment at the destination airport, even in its clearance through customs by the forwarder's agent in that city, and its delivery to the exhibit hall. Tight scheduling, tight surveillance, and tight lips paid off for the exhibitor.

#### General Air Freight, Inc.

The New York shipper called at 10:30 a.m. It was only a suitcase containing 33 pounds of business records, but it had to be in Washington, D. C., in time for a crucial meeting at 9 a.m. tomorrow. The forwarder started to say that would be easy. His flow of confident language was interrupted by some additional information. It turned out the records required premeeting study; therefore it would be necessary to deliver them today—as soon as possible. General's man remained unruffled. A specially dispatched messenger picked up the suitcase and boarded the limousine to Idlewild Airport. While he was en route, General prepared the airwaybill and shipping label. When the messenger reached the passenger terminal, he was met by a station wagon whose driver slapped the label on the suitcase and rushed the consignment and shipping document to Eastern Air Lines. The plane departed at 1:15 p.m.; arrived in Washington at 2:37 p.m. Exactly 55 minutes later the forwarder's representative rapped on a door in the Mayflower Hotel and made delivery.

#### I. D. Smith Inter-Ocean, Inc.

Since the air freight rate is higher than the surface rate, the knowledgeable forwarder will seek to reduce his client's total air costs by other means. If this works out to a smaller profit for the forwarder, the long view tells him that he will more than compensate for it by assuring an accelerated volume of air freight. A case in point is this forwarder's recent advice to one of his clients who sent an air shipment of extremely long, slender, flexible pipe to a foreign destination. tomed to shipping this by sea, the consignor did the usual: he ordered the pipe packed in heavy export cases. The forwarder disapproved. He pointed out that the crate would add to the shipment's dimensions, making it impossible to be stowed in the aircraft—not to mention the greatly increased weight which would swell the transportation charge. The forwarder early solved the problem: he suggested that the pipe be steel-strapped to ordinary lath. Loading became a simple matter, and air freight turned out to be cheaper than it had appeared at first to be.

#### Anonymous

This cargo agent's firm name remains anonymous at his own request. The following direct quotation amply explains why, and generally provides a picture which can be applied to all agents and forwarders: "A case history? I can't single one out to give you. I consider everything we do for our clients is of a special nature. That's the difference between the airline and the cargo agent; that's why we can stay in this business. Half the time I work right into the night, sometimes even past midnight, just to get those shipments out. I stand on top of the airline boys and make sure the freight is on the planes and on their way. There have been times when I have had to turn handsprings and jump like a yo-yo to make a plane schedule. The other day one of my men met an exporter at the railroad depot. He was between trains, and he gave my man a parcel of samples for a firm in Rome. That's the way it goes. Every day someone wants some special service. It's not a novelty anymore. I don't see why we should toot our horn. It's our job, isn't it?"



#### Alvin B. Beck

President

Air Express International Corp.



HOW does a man enter the air freight industry? It's not too difficult an achievement these days. There are enough statistics and trade literature and news accounts to give a profession-minded young man or a would-be investor an excellent idea of the industry's present condition and future prospects.

But only a few years ago this was well nigh impossible. There was almost no precedent, no range of statistical data, and a microscopic number of individuals who dared openly to state that someone ought to show more interest in the business of carrying goods by air—real bulk freight, that is. Thus, anyone who moved into this uncharted area in the middle Forties was entitled to a coonskin cap, a fringed buckskin suit, and the right to call himself Daniel Boone.

In the normal manner of things, pioneers in industry rarely, if ever, plan it that way. In one way or another, they stumble on an idea or a thing, decide this is it, and sink their stake. We know present air freight executives who, before the momentous diversion occurred, were intent on becoming aces in professions ranging from the legal to the musical.

In the particular case of Alvin B. Beck, he had set out in his late teens to study journalism, with an eye cocked towards the Fourth Estate as a future field to conquer.

What happened instead were Hitler, Pearl Harbor, a full brace of bombing missions, and gradual awakening to the fact that the transport of goods by air would play a considerably larger role in the economy of the nation and of the rest of the world. When the chance to take a fling at it came not long after World War II, it ended for good all thoughts of any other field of endeavor.

Today, still a young man, only on the summery side of his forties, he is president of Air Express International Corporation, the world's oldest air



freight forwarding organization, and reputedly the largest in the international field.

The rigors of the infant industry which now universally is recognized as a potential giant, the tough infighting and toe-to-toe slugging for rights and position in the industry, the hard and soft sells for traffic, the trial-and-error evolution of corporate structure, the inexorable demands of responsibility to shipper and air carrier alike—all have contributed to the shaping of a man and of his industry philosophy.

Last year he planted a bomb beneath all industry talk of the coming breakthrough. The enfant terrible said: "What I do believe is that the breakthrough in international air cargo will come only when the industry ceases to pin all its hopes on the emergence of the true airfreighter. Popular reasoning goes something like this:

"First must come the true airfreighter, which, I presume, means a cargoplane which will fly big loads at low operating costs, and which drastically will reduce handling time and costs on the ground. The savings will be passed on to the shipper in the form of considerably lower rates. And these reduced rates will attract a wholesale shipper conversion to air freight—ergo, the breakthrough.

"It makes a pretty picture, and an encouraging one, too—if we can confidently expect it to work out that way. The trouble is that there is an excellent chance it may not; it is possible that the breakthrough will be deferred, unless a different approach is adopted."

The basic trouble, as Beck saw it, was rates. The structure, he said, was "unrealistic, unscientifically established, literally a compounded creature of a haphazard beginning." And he blamed the International Air Transport Association for permitting it to grow that way.

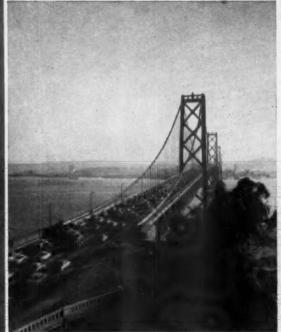
Beck pooh-poohed the immediate effect of an improved aircraft on rates. He predicted that Seaboard's highly publicized CL-44 swingtail would not produce the breakthrough rates it was supposed to prompt, if only for the reason that the airline was a member

(Continued on Page 68)

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#### TWA flies where the BUSINESS is!

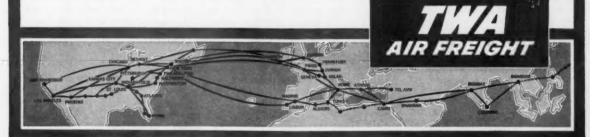


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# A Play, a Review, and a Forwarder

By Viola Castang
Assistant Editor, Air Transportation

Theatre: Modern'Faust' German Troupe Opens at the City Center By HOWARD TAUBMAN RARE opportunity to see a German classic presented by one of Germany's leading companies will be at the disposal of New Yorkers in the next fortnight. The Deutsches Schauspielhaus of Hamburg opened its produc-tion of Goethe's "Faust" at the City Center last night. the City Center last night.
For theatregoers who know.
German this "Faust" is a
must For those who have no
Campan thoma is an Emplish must, For those who have no German there is an English narration of sorts, via transistor radio. Whether one is familiar with the foreign the familiar with the familiar people was are curious assume theatre styles in other lands. A little homework on "Faust" would not be amiss in any The visitors' conception of "Faust" is a marked departure from the ambitious, ductions favored by other German generations. Gustar Camondomana, he has directed Gustaf Gruendgens in role of Mephistopheles in "Faust," The Cast PAUST, PART I. a revival of Goether
play in German, presented by the
Deutsches Schauspielhaus of Hamburg
Deutsches Hamburg
Deutsches Schauspielhaus of Hamburg
Deutsche Schaus

THEY like it at Wings & Wheels, Inc., when things get a little bit tough.

Edward J. Richter, president, has put it to Air Transportation this way: "It is the feeling of this company that if an air freight forwarder cannot do something for a customer over and above that which can be performed by an air carrier, there is no reason for the existence of the forwarder. Our company feels that, with the exception of shipments weighing less than 100 pounds, the savings in dollars are not nearly as beneficial to our clients as our ability to perform additional services at slightly higher rates of compensation than those which are charged by the scheduled airlines."

So when Dr. Manfred Wolkiser put through his frantic SOS to the Los Angeles office of Wings & Wheels at 11 o'clock on the morning of last February 8, M. C. Laut, vice president of the domestic air freight forwarding firm, did not say, "Impossible," when the call was relayed through the Flushing office—though this had already been said to Wolkiser a good many times that morning. And on the face of it, it did seem as if what Dr. Wolkiser wanted was pretty impossible.

What did he want—and who was he, anyhow?

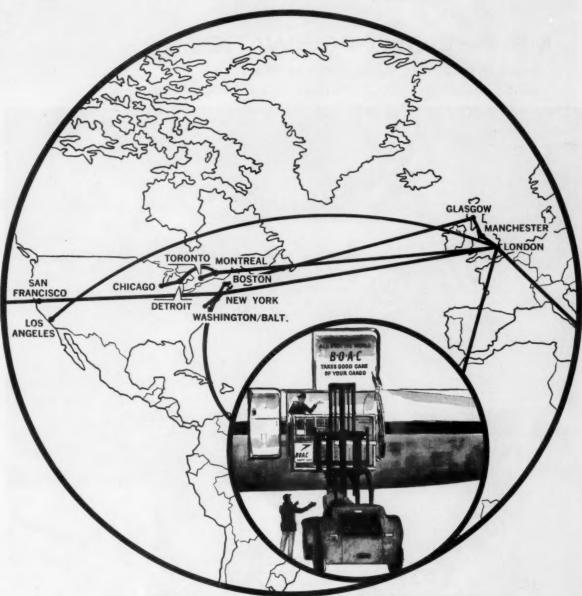
He was calling on behalf of the producer of Goethe's Faust, the Deutsches Schauspielhaus of Hamburg production of which had opened in New York at the City Center the previous night. The well-known critic, Howard Traubman, of the New York Times, had given the play an excellent review; however, Dr. Wolkiser, grabbing up copies of the paper all over Los Angeles, had been unable to happen on the edition which contained the review. At last he had called the New York Times branch office in Los Angeles, only to learn that he might go

on searching the city all day without ever finding what he wanted. He was given the dismaying information that only the City Edition, printed the previous evening before the review had been written, had been flown over to the Coast from New York.

This might have been no more than annoying to Dr. Wolkiser. In fact, it was catastrophic. For that night at 7:30, the awarding of movie contracts was to be considered by 40 members of the film industry. The doctor believed that if he could get a copy of Traubman's review into the hands of each of the 40 film executives before their conference began, he might well be awarded one of the coveted contracts.

All the *Times* could say was, "Sorry!" Its morning edition was on sale all over New York—but there was just that little matter of around 2,600 miles to be got over in a hurry.

(Continued on Page 72)



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PAGE 26-AIR TRANSPORTATION-Air Commerce

# AIR FORWARDER 1961 EDITION

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Alexandria						.15					
Algiers	1.52	1.19	.99	.15							
Amsterdam	1.36	1.19 .33 1.14 .92 .44 1.02				.16					
Ankara	1.87					.25 .16					
Athens	1.78					.16 .18					
Bangkok	2.35	1.99 .36 1.77 1.5									
Beirut	1.93	1.70	.23	1.45	1.27						
Berlin	1.51			.96	.17						
Bombay	2.74	2.41	.33	2.05	1.95	.95 .10					
Brussels	1.36	.92	.46	1.02	.86 .16						
Cairo	1.93	1.70	.23	1.45	1.27	.18					
Calcutta	2.70	2.38	.32	2.03	1.99	.04					
Casablanca	1.45	.99	.46	1.09	.94	.15					
Columbo	2.88	2.62	.26	2.16	2.12	.04					
Copenhagen	1.44	.99	.45	1.08	.92	.16					
Djakarta	2.35	2.03	.32	1.77	1.62	.15					
Frankfurt	1.44	.98	.46	1.08	.92	.16					
Geneva	1.44	.98	.46	1.08	.92	.16					
Glasgow	1.20	.80	.40	.90	.76	.14					
Helsinki	1.61	1.12	.49	1.21	1.03	.18					
Hong Kong	2.29	1.83	.46	1.73	1.48	.25					
Jerusalem	1.93	1.70	.23	1.45	1.28	.17					
Johannesburg	3.02	2.20	.82	2.26	1.86	.40					
Karachi	2.63	2.34	.29	1.97	1.70	.27					
Leopoldville	2.59	2.33	.26	1.95	1.68	.27					
Lisbon	1.29	.87	.42	.97	.82	.15					
London	1.27	.86	.41	.96	.81	.15					
Madrid	1.42	.97	.45	1.07 .9		.16					
Manila	2.29	1.79	.50			.30					
Marseilles	1.46	.99			.93	.17					
Milan	1.44	1.02	.42			.16					
Monrovia	2.24	1.83	.41			.23					
Munich	1.51	1.03	.48	1.13	.96	.17					
Naples	1.49	1.09	.40	1.12	1.63	.09					
Okinawa	2.29	1.93	.36	1.73	1.53	.20					
Oslo	1.44	.98	.46	1.06	.92	.16					
Paris	1.36	.92	.44	1.02	.86	.16					
Rangoon	2.48	2.15	.33	1.86	1.71	.15					
Rome	1.47	1.07	.40	1.11	.94	.17					
Saigon	2.30	1.94	.36	1.74	1.54	.20					
Seoul	2.29	1.93	.36	1.73	1.53	.20					
Shannon	1.16	.85	.31	.87	.75	.12					
Singapore	2.35	2.03	.32	1.77	1.62	.15					
Stockholm	1.47 1.00 .47 1.10 .93		.17								
Taipeh		2.29 1.93 .36 1.73 1.53		.20							
Tel Aviv	1.96	1.40	.36	1.47	1.45	.02					
Tokyo	2.25	1.71	.54	1.69	1.39	.30					

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# Air Cargo Men of the Years

NAUGURATED in 1959, the members of the Air Freight Forwarders Association annually vote their selection of an Air Cargo Man of the Year. The name of the winner is revealed for the first time at the AFFA's annual dinner, and he is awarded a plaque which is donated by Air Transportation Magazine. The publication neither participates in the nominations nor in the final voting.





1959 THE FIRST Air Cargo Man of the Year, Willis G. Lipscomb, vice president-traffic and sales of Pan American World Airways (left, above), receiving plaque from John F. Budd, publisher of Air Transportation. Looking on is: M. Brautman, then AFFA head.

#### 1960

THE CAMERA snapped this progress of events (left) from the moment Alvin E. Levenson, United States cargo manager for KLM Royal Dutch Airlines, was revealed as Air Cargo Man of the Year. Photo 3 also shows Thomas D. Griffin, who was serving his first year as AFFA president: Photo 5, Mrs. Levenson and George V. Lambert, KLM's United States sales manager; Photo 6 Griffin and Rep. Oren Harris,

#### 1961

THE NEWEST Air Cargo Mon of the Year, John H. Mahoney, senior vice president of Seaboard World Airlines (left), proudly showing plaque he has just received from President Griffin.



# How long is an hour?

600 miles long. In this jet age, the United States is only "six hours" wide. Emery Air Freight gives same day or overnight delivery anywhere in the nation. Emery now enables you to go far and wide to extend your market for increased sales. Take advantage of the speed and reliability of Emery Air Freight by specifying "Ship Emery Air" on shipments to your customers. To find out how much faster Emery can deliver your shipments call your local Emery man, or write . . .



# AIR TRAFFIC'S A-HUMMIN'

CHARTERED airfreighter carrying hundreds of consignments consolidated by Air Express International lands at Kloten Airport, Zurich, where it comes under aegis of Jacky Maeder & Co., AEI agent. Since last August, when AEI introduced the first charters for airlifting consolidations, it has sent 28 planeloads of such shipments across the Atlantic.





GEROW F. MILES (right), vice president-air freight of Copeland Shipping, Inc., supervises shipment of IBM products to overseas destinations. Conferring with him is P. McComiskey, assistant cargo supervisor at New York International Airport for KLM Royal Dutch Airlines. Note extraordinary lightness of packing.



NEARLY \$2 MILLION WORTH of Danish mink is loaded into Seaboard World Airlines cargoplane at Kastrup International Airport, Copenhagen. American Express handled the New York-bound shipment. Left to right are: G. Knovl, sales manager, Danish Fur Sales; J. Rosenvinge, assistant manager, Danish Fur Sales; A. Fredericksen, assistant freight manager, Amexco; and the driver.



PETER A. BERNACKI (in dark suit at left), president of Peter A. Bernacki, Inc., personally oversees emergency shipment of chemicals airhauled by Alitalia.

CHESTER J. JUMP, (left below), senior vice president, REA Express, discusses with Barry K. Upson, Eastern representative of Seattle's Century 21, company plans for a big exhibit at Seattle's world exposition next year.





RETURNING from a round-theworld trip, John D. McPherson, (left above), president of Airborne Freight Corp., is shown with L. L. Rodberg, Airborne vice president, at press conference in San Francisco. He reported increased activity in exploiting world markets by air.

EMERY AIR FREIGHT CORP. has handled the airshipment of autos in the past, but none like this 1898-model Renault at the right. The forwarder TWA'd it from New York to the Chicago Auto Show, surmounting severe weather to get it there on time.



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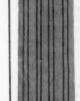
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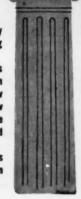


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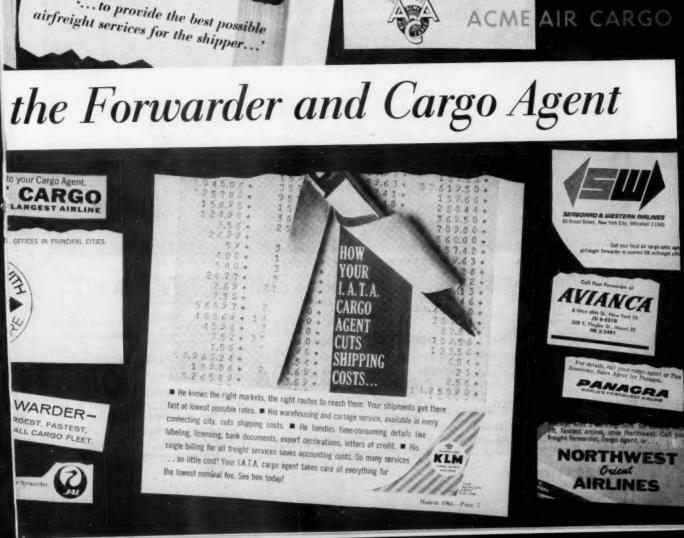


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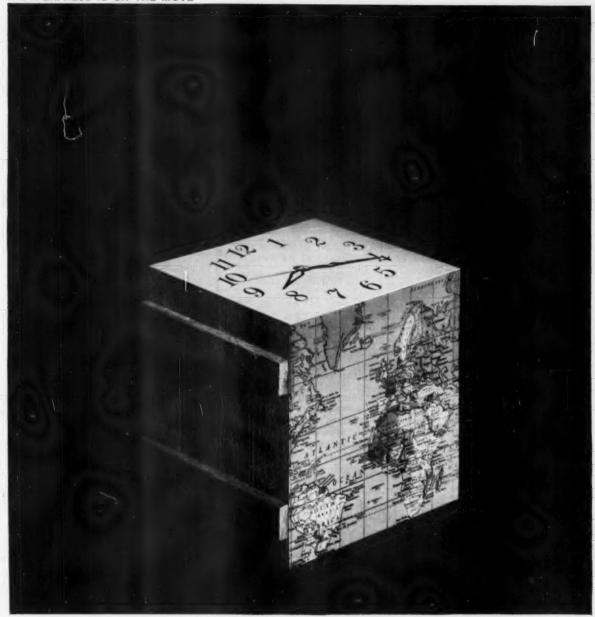
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HAnover 2-3260

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IATA Air Cargo Agents **Customs Brokers** 

44 Whitehall St. New York 4. N. Y. WHitehall 3-1250

AIRBORNE FREIGHT CORP.
232 Water St.
Worth 4-3644
(see advertisement)
AIRFREIGHT SERVICE CORP.
Cargo Bidg. 80, N. Y. Int'l Airport
Jamaica 30, N. Y.
Olympia 6-7271
Frederick W. Shinn, President
Arthur W. Nottelmann, Vice
President
(see advertisement)
Airport Clearance Service
Cargo Bidg. 80, Idlewild Airport
Jamaica 30, N. Y.
Alba Forwarding Co., Inc.
82 Boaver Street
'ALBERT CO., N. M.
44 Whitehall Street
Digby 4-5677/8/9
Nicholas M. Albert, President
M. Carmody, Secretary
A. S. D'Anca, Manager, Airport
Office
(see advertisement) AIRBORNE FREIGHT CORP.

(see advertisement) Nations Forwarding Corp. 1178 Broadway

Alliance Shipping Co., Inc. 44 Whitehall St. ALLIED AIR FREIGHT, INC. 147-05 New York Blvd. AR 6-6000

147-05 New York Bivd.
AR 6-6000
Robert Seitel, President
H. M. Barmad, Vice President
N. Y.
Leo Strauss, Director of Operations
H. Serrano, General ManagerPuerto Rico
(see advertisement)
A\*Alltransport, Inc.
17 Battery Place
Almac Shipping Co., Inc.
42 Broadway
Alro Forwarding Co., Inc.
250 South St.
Americal International Corp.
27 Spruce St.

27 Spruce St. AMERICAN EXPRESS CO., INC.

ERHUAN EARRESS CO., ANC. 143 Liberty St. WHitchail 4-2000 Charles W. Rinka, General Traffic Manager-Air Freight James P. Armstrong, Ast. Traffic Manager-Export

Cargo Bidg., Idlewild Airport, Jamaica OLympia 6-5663

OLympia 6-5063
(see advertisement)
AAmerican Forwarding Co.,
27 Spruce Street
American Union Transport, Inc.
17 Battery Place
A\*ANDREWS & Co., INC., D. C.
27-29 Water Street
Whitehall 4-0750
C. C. Hartsell, President
F. R. Harlocker, Exec. Vice
President
E. R. Birchler, Vice President
M. Adamsky, Secretary
Treasurer
(see advertisement)
Argus Shipping Co., Inc.

Argus Shipping Co., Inc. 11 Broadway Associated Air Freight, Inc. 616 Second Ave.

616 Second Ave.

A\*Baker, Irons & Dockstader, Inc.

8 Bridge Street

A\*BARNETT INTERNATIONAL FORWARDERS, INC.

543 W. 43rd St.
BRyant 9-1616

Norman Barnett, Vice President-Secretary
Allan Barnett, Treasurer
Carl Matthiessen, Airport Traffic Manager
(see advertisement)

\*BARR SHIPPING COMPANY, INC.

\*BARR SHIPPING COMPANY, INC.
44 Benver St.
HAnover 2-5280
Harry R. Barr, President
Edmond R. Fernandes, Mgr.—
Miami
(see advertisement)

▲Beacon Shipping Co.
50 Broad St.

50 Broad St.

\*Behring Shipping Company
8-10 Bridge Street

\*BERNACKI, INC., PETER A.
28 Broadway
BOwling Green 9-6806
Cargo Bidg. So, Idlewild Airport
Olympin 6-5435
Peter A. Bernacki, President
(see advertisement)

\*Bernard & Co., Inc., J. E. 27-29 Pearl St.

\*Bernstein Co., Inc., H. Z. 115 Broad St.

\*Byrnes & Co. of New York, Inc., W. J. 95 Broad St.

A CALDWELL & CO., INC.
17 Battery Place
HAnover 2-3200
A. F. Biegen, Fice President
B. J. Crane, Air Freight
(see advertisement)

China Far East & European Shipping (see Italian Shipping Co.)

Cohen-Plaat Co. 10 Bridge Street Coleman & Co., T. A. 24 Stone St.

24 Stone St.

\*COPELAND SHIPPING, INC.
11 Broadway
Whitehall 3-4568
Cargo Bidg. 82, N. Y. International
Airport
Fleidatione 1-3033
Gerow F. Miles, Vice PresidentAir Freight
(see advertisement)

\*Corbett Air Div. Corp., M. J.

C\*rgo Bldg. 80, Idlewild Airport

Cosmos Shipping Co., Inc.

8 Bridge Street

Cross World Air Cargo Corp.

671 Second Ave.

P'Amato Freight Forwarding Co.

24 State St.

Pavies, Turner & Co.

8 Bridge Street

Pieterle & Victory Int'l Transport Co.

24 Stone St.

Dingelstedt & Company

55 Broadway

55 Broadway

Poort Air Service Inc.

105A Broad Street

Powning & Co., Inc., R. F.

10 Bridge Street

\*Dumon's Shipping Co., Inc.

11 Broadway

Whitehall 4-1644

Charles J. Mueller, Vice Pres.

(see advertisement)

A'DYSON AIR FREIGHT

75 Front St.

Digby 4-5132

TWX N Y 1-4950

William H. Clark

(see advertisement)

Elisy Export Service Co.

TWA N Y 1-4950
William H. Clark
(see advertisement)
Eljay Export Service Co.
125 Broad St.
EMERY AIR FREIGHT CORP.
801 2nd Avenue
ORegon 9-1020
John C. Emery, President
Leonard G. Hunt, Executive
Vice President
John C. Emery, Jr., Vice President-Sales
James C. McNulty, Vice President-Service President
International
Horatic J. Snyder, Vice-President-Jonathen-General Manager
(see advertisement)

(see advertisement)
Empire Foreign Air Forwarders, Inc.
117 Liberty Street
Encargos International
135 Front St.

\*\*Excel Shipping Corp.
44 Whitehall St.

\*Excel Shipping Corp.
44 Whitehall St.
Export-Import Services, Inc.
5 State St.
Exportair, Inc.
153 Waverly Place
4 Express Forwarding & Storage Co.
17 State St.
F. N. S. Corp.
125 Broad Street
Fablus & Co., Inc.
39 Pearl St.
Faunce New York, Inc., John H.
26 Broadway
Fernant Export Corp.
401 Broadway
4\*Flete Internacional Corp.
99 Beekman St.
FLYING CARGO INC.
140 Cedar Street
BArclay 7-1710
Irving W. Goodson, President
(see advertisement) 140 Cedar Street
BArclay 7-1710
Irving W. Goodson, President
(see advertisement)
Footner & Co.
17 State St.
4 Foreign Shipping Service Co., Inc.
541 Clinton St., Brooklyn
10 Bridge St. New York
A Freedman & Slater, Inc.
8 Bridge Street
A FURMAN CO., IRA
11 Broadway
BOwling Green 9-6342
Ira Furman, President
(see advertisement)
Gallie Corp., The
50 Broad Street
Caskell Co., Inc., Fred P.
1 Broadway
Gaynar & Co., Inc., P. A.
42 Broadway
Gaynar & Co., Inc., P. A.
42 Broadway
Gaynar & Co., Inc., P. A.
43 Broadway
Genhard & Hay Co., Inc.
44 Whitehall Street
Gem Forwarding Corp.
395 Broadway
Gerhard & Hay Co., Inc.
44 Whitehall Street
Global Air Cargo
11 Broadway
WHitehall 3-9880
Alfred Burin, President
(see advertisement)
Gonzalez Co., Inc., E. A.
37 Wall St.
Gorman-Anderson Corp.
44 Whitehall St.
44 Shipping Co.
95 Broad St.
\*HANLON CO., INC., C. J.
135 Front Street
Bowling Green 9-0266/60
A. E. Dugas, President

### KARR ELLIS & CO., INC.

Established 1919

INTERNATIONAL SHIPPING AGENTS

Cable - ELISKAR

OCEAN FREIGHT F.M.B. No. 316 44 Whitehall Street New York 4, N.Y.

WHitehall 3-4883-90 TWX NYI-883

AIR CARGO (IATA) AGENTS Air Terminal Address: 130-29 135th St. South Ozone Park 20, N.Y.

JAmaica 9-3580-82 TWX NY4-5189

### DUMONT SHIPPING CO., INC.

IATA Air Cargo Agents

11 Broadway, New York 4, N. Y. WHitehall 4-1644

### IRA FURMAN CO.

IATA Air Cargo Agents Customs Brokers

11 Broadway, New York 4, N. Y. BOwling Green 9-6342

### GLOBE SHIPPING CO., INC.

Authorized IATA Air Cargo Agent

11 Broadway N. Y. Int 1 Aury.
New York 4, N. Y. Jamaica 30, N. Y.
OLympia 6-6058 N. Y. Int'l Airport

### C. J. HANLON CO., INC.

"air freight specialists" Authorized IATA Cargo Sales Agent

135 Front Street, New York 5, N. Y. Tels.: BOwling Green 9-0266/69

### HEIDL'S SINC.

INTERNATIONAL SHIPPING SERVICE FREIGHT FORWARDING, CUSTOM HOUSE BROKERS IATA AIR CARGO AGENTS . F.M.B. 5
44 WHITEHALL ST. NEW YORK, N. Y. NEW YORK, N. Y. TWX NY 1-863 DI 4-1850

A. D. Payne, Air Freight (see advertisement) Harbourt International 10 Bridge Street Harlo Expediters, Inc. 44 Whitehall Street

\*Hasman & Baxt, Inc. 39 Broadway

\*Heemsoth-Kerner Corp. 10 Bridge Street

A\*HEIDL'S, INC.
44 Whitehall Street
Digby 4-1850
Francis X. Heidl, President
Francis X. Heidl, Jr., Air C
& Cargo Supervision
(see advertisement)

A\*HENSEL, BRUCKMAN & LORBACHER, INC. LORBACHER, INC.
6 State Street
Digby 4-2390
Cargo Bidg. 80, Idlewiid Airport,
Jamailea
Olympia 6-5160
Waiter Schaaf, President
(see advertisement)

### **FLYING CARGO**



**CAB** Registered Air Freight Forwarder

Authorized IATA Air Cargo Agent

> 140 Cedar Street New York 6, N. Y.

Phone: BArclay 7-1710

AHIRSCHBACH & SMITH, INC.

44 Whitehall 3-1250
(see advertisement)

\*Hudson Shipping Co., Inc.
8-10 Bridge Street
Inge & Co., Inc.
42 Broadway
Inland Forwarding, Inc.
55 Broadway
\*Inter-Maritime Fwdg. Co., Inc.
34 Water Street
International Expeditors, Inc.
225 Spring Street
WAtkins 4-9522

\*International Sea & Air Shipping
24 Stone Street
International Shipping Corp.
8 Bridge St.
International Transportation Co.
17 Battery Place
\*Intra-Mar Shipping Corp.
42 Stone Street
Italian Shipping Corp.
42 Stone Street
Italian Shipping Co.
35 Pagel Street
Italian Shipping Co.

Italian Shipping Co. 35 Pearl Street

\*JUDSON SHELDON INTERNATIONAL

63 Vesey Street
Digby 9-3500
C. E. Collins, President
A. G. Zimmerly, Vice President
J. J. Bens, Asst. Vice President
(see advertisement)
KARR, ELLIS & CO., INC.
130-29 135th St.
South Osone Park 20, N. Y.
JAmaica 9-3580/82

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"Time is an element of profit"

OLYMPIA 4-5453

# V. T. MANCUSI

CUSTOMS BROKER . AIR FREIGHT FORWARDER

CARGO SERVICE BUILDING, NO. 80

NEW YORK INTERNATIONAL AIRPORT

JAMAICA 30, L. I., NEW YORK

TELEPHONES:

# H. W. ROBINSON AIR FREIGHT

FOREIGN FREIGHT FORWARDERS FORWARDERS F.M.B. No. 1606

### CUSTOMS BROKERS

CARGO SERVICE BLDG. NO. 80

NEW YORK INT'L AIRPORT

JAMAICA 30, N. Y.

Agents in all Principal Cities Throughout the World

### J. D. Smith Inter-Ocean, Inc. **CAB-Registered Air Freight Forwarders** Authorized IATA Air Cargo Agent

53 Broadway New York 6, N. Y. BO 9-2330



Cargo Service Bldg. Idlewild Airport OL 6-5870



Telephone: BOwling Green 9-2141

FMB No. 58

TWX: NY 4-5189 Alder Ellis, Jr., Vice President-Treasurer A. J. Fiducia, Vice President-Sec-

A. J. Fiducia, Vice Pre retary
(see advertisement)

\*Kaufman & Vinson Co.
10 Bridge Street

\*Keating & Co., Inc., W. H.
90 Broad St.

\*King Shipping Co.
44 Whitehall St.
Kleiner Co., Herman M.
24 State Street

\*Kraemer & Co., F. L.

44 Whitehall Street
Euhne, Inc., Walter E.

11 Broadway
\*Lang & Marshall Co., Ipc.

44 Whitehall St.
\*Lansen-Naeve Corp.

11 Broadway
Latin American Cargo Expediters, Inc.

17 Wall Street
Laufer Shipping Co.

26 S. William St.
\*Leading Export Service Corp.

11 Stone Street

\*Lep Transport, Inc.

15 William St.
Leyden Shipping Corp.

38 Pearl St.

1anham & Reeve, Inc.

14 Bridge Street

Analison Shipping Co., Inc.

161 Broadway

\*MANCUSI, V. T.

Cargo Service Bidg. No. 80

Idlewild Airport

OLympin 6-5453

F. T. Mancusl. President

(see advertisement)

Mar Shipping Corp.

72 Walker St.

\*Marine Forwarding Co., Inc.

26 Broadway

Maron Shipping Agency

11 Broadway

Marvullo, A. P

129 Front Street

\*Master Shipping Agency, Inc.

50 Broad Street

\*Meadows Wye & Co., Inc.

8 Bridge Street

8 Bridge Street Nercal International, Inc. 207-211 E. 37th Street Mercantile Freight Forwarders, Inc 6 State St. Heyer Shipping Co. 10 Bridge Street

MOHEGAN INTERNATIONAL CORP.
17 State Street
Howling Green 9-1383
Howard G. Seymour, President
(see advertisement)
'Muller Shipping Corp., William H
25 Broadway

25 Broadway
Nehla & O'Connell
42 Broadway
New Era Shipping Co., Inc.
98 Liberty Street
NEWS Shipping Co.
17 Battery Place
Nordegger, A. E. & Co., Inc.
16 Bridge St.

Nyderger A. E. & Co., Inc. 10 Rridge St.

A OLLENDORFF, INC., H. G.
231-235 E. 55th St.
Plaza 3-0565
H. G. Ollendorf, President
William F. Hahn, Treas.-Sec.
(see advertisement)
Olympic Air Express Service Corp.
24 Stone St.
\*OVERTON & COMPANY
24 State Street
Whitehall 4-2933
(see advertisement)
Pace Shipping Co., inc.
11 Broadway
Pacific Air Freight, Inc.
526 W. 25th Street
\*PAN MARITIME CARGO SERVICE.
INC., DIV. OF AIRBORNE FREIGHT
CORP.
232 Water Street
Digby 9-0200
Cargo Bidg., Idlewild Airport
Olympic 6-5155
Marton Brauman, President
Martin Streams, Vice President
A Import Manager
Oskar Olofsson, Sales Manager
(see advertisement)
\*Parisi International Transports (USA)
24 State St.

\*t'arisi International Transports (USA) 24 State St.

Peerless Forwarders Ltd. 38 Pearl St.

33 Pearl St.
Penn Shipping & Forwarding Co.
225 W. 34th Street

PENSON & COMPANY
11 Brondway
Whitehall 3-0000
Cargo Service Bidg, 80, N. Y. International Alreort
OLympia 6-5544
Louis Penson, Jack A. Penson,
Harvey Penson, Partners
(see advertisement)
Phoenix Shipping Co., Inc.
44 Whitehall St.
4 Pitt & Scott Corp.

▲Pitt & Scott Corp. 51 Broadway S. H. Pomerance Co., Inc. 11 Broadway

APorto Rican Express Company 450 12th Ave. PREMIER SHIPPING CO., INC.

Emilet Smirring Co., Inc.

115 Broad Street
BOwling Green 9-5396
Wrs. Vera E. Sattler, President
Wrs. Mae E. Gettrick, Treasurer
W. A. Wuler, Secretary
(see advertisement)

\*Presto Shipping Agency, Inc. 88 Front St. \*Progressive Forwarding, Inc. 24 Stone Street

Pyramid Export Service Co., Inc. 7 Water Street

PAGE 22-AIR FORWARDER

REA EXPRESS 210 E. 42nd St.
525 W. 24th St.
525 W. 24th St.
39th St. & Northern Blvd., L. I. C.
Carge Bldg. S0, Idlewild Airport
(see advertisement)
Rediker Air Cargo, Inc.
281 Church Street

281 Church Street

A\*Regal Shipping Corp.
24 Stone St.
Reliable Shipping Co.
395 Broadway

\*Republic Interocean Corp.
64 Worth St.
Riveredge Transportation & Storage
Co., Inc.
220 Third St., Brooklyn

\*Roberts, Reilly & Sons
120-82 Queens Blvd., Kew Gardens

\*H. W. ROBINSON & CO., INC. Whitehall 4-2010
James S. Engers, President
Harry S. Reegan, Fice President-General Manager
George F. Kehm, Office Vanages
(see advertisement)

(see advertisement)

A\*Rohner, Gehrig & Co., Inc.
78 Front Street

8 & C Forwarding Corp.
125 Broad St.
\*H. W. St. John & Co.
18 Pearl Street
Santini Bros., Inc.
150 52nd St., Brooklyn

\*R. J. Saunders & Co., Inc
24 Stone Street

\*Schenkers, Internat'i Forwarders, Int
44 Whitehall St.

45CHMIDT, PRITCHARD & CO., INC.

44 Whitehall St.

45 CHMIDT. PRITCHARD & Co., INC.

27 Pearl St.
Digby 4-8782
Edward J. Lucas President
Philip Barbieri, Vice President
(see advertisement)

Serra, Inc., Luigi

7 Water St.

'Seven Seas Mercantile Transport Co., Inc.

Inc.
15 Moore St.
Shipping Unlimited
11 Broadway

11 Broadway

A\*J. D. SMITH INTER-OCEAN, INC.
53 Broadway

BOWling Green 9-2330
Cargo Bidg. 80, Idlewild Airport
OLympin 6-5870
Aifred Guttman, President
Bert Guttman, Vice President
Lionel de Pass, Assistant Vice
(President
(see advertisement)
W. O. Smith & Co., Inc.
35 Water Street

\*MILTON SNEDEKER CORP.

35 Water Street

\*\*MILTON SNEDEKER CORP.

44 Whitehall Street
BOwling Green 9-6770

\*\*Milton Snedeker, President
Lloyd Snedeker, Treasurer
eval Manager
(see advertisement)
Sopac Transport Corp.

149 Broadway
Steven Shipping Co.
38 South St. er-Gen-

149 Broadway
Steven Shipping Co.
38 South St.
Stockhelmer & Harder
26 Broadway
Terramar Shipping Co.
15 Moore Street
Thomson, Jacobs & Moran, Inc.
42 Broadway
Tice & Lynch, Inc.
21 Pearl Street
Tidewater Forwarding Co., Inc.
350 Broadway
TRANS-AIR SYSTEM, INC.
51 Hudson St.
Digby 9-2055
T. Artsohn, President
E. O. Sucanson, Traffic Manager
(see advertisement)
Transec International, Inc.
738 Sixth Avenue
Transworld International Service Co.
323 West 52nd Street
Trans-World Shipping Corp.
44 Whitehall St.
\*\*Transper World Shipping Corp.
125 Broad St.
Union Air Transport
Bidg. 110, Idlewild Airport
Jamaica
AUnited Forwarders Service
51 Beaver Street

▲United Forwarders Service 51 Beaver Street

51 Beaver Street

\*\*UNITED STATES FORWARDING

CORP.

24 State St.

BOwling Green 9-S147-S-9

Donald G. Braton, President

Marvin M. Hirsch

Traftic Monager

T. Suss Manager

(see advertisement)

### **GUIDING LIGHTS OF IAAA**



These are the men who guide the destinies of the Independent Airfreight Agents Asso-Inese are the men who galae the destinies of the independent Airreight Agents Association, national organization of IATA cargo sales agents. Left to right—Bert Crane (air freight manager, Caldwell & Co.), secretary; Jerome F. Miller (vice president, Air Cargo Division of Frederic Henjes, Jr., Inc.), board member; Harry de Matlachowski (manager, Air Freight Division, Alltransport, Inc.), treasurer; Harry Phieffer (president, Air Cargo Expediters), chairman of the board; Charles L. Gallo (president, Air Cargo Consolidators, Inc.), president; Henry Rothlisberger, air freight manager, Rohner, Gehrig & Co., Inc.), vice president; C. P. Palermo (president, Worth Air Freight Overseas, Inc.), board member; and A. R. Guttman, president (J. D. Smith Inter-Ocean, Inc.), board member.

### OVERTON & CO.

Authorized IATA Air Cargo Agent **Customs Brokers** 

24 State St., New York 4, N. Y. Phone: WHitehall 4-2933

### Schmidt, Pritchard & Co., Inc.

IATA Air Cargo Agents Customs Brokers

27 Pearl St., New York 4, N. Y. Digby 4-8782

### H. G. OLLENDORFF, INC.

CAB-Registered Air Freight Forwarders Authorized IATA Air Cargo Agent

231-235 E. 55th St., New York 22, N. Y. Phone: PLaza 3-0565

### MOHEGAN INTERNATIONAL CORP.

IATA Air Cargo Agents Custom House Brokers

New York 4, N. Y. 17 State St. BOwling Green 9-1383

### PREMIER SHIPPING CO., INC.

Foreign Freight Forwarders IATA Air Cargo Agents

11 Broad Street, New York 4, N. Y. BOwling Green 9-5936

### MILTON SNEDEKER CORPORATION

IATA Air Cargo Agents 44 Whitehall St., New York 4, N. Y. Phone: BOwling Green 9-6770

### UNITED STATES FORWARDING CORPORATION

IATA Authorized Sales Agent Est. 1919

24 State St. New York 4, N. Y. Phones: BOwling Green 9-8146-7-8-9

### Cable: JUDSHEL JUDSON SHELDON INTERNATIONAL CORP.

Established 1870 International Freight Forwarders Customs Brokers • Air Cargo
DI 9-3500 63 Vesey St., New York, N. Y.

\*Universal Transcontinental Corp.
325 Spring St.
\*Unio Shipping Co., Inc.
50 New St.
AUnsworth & Co., Inc.
26 Broadway
Vairon & Co., Inc.
745 Fifth Ave.
19 Rector St.
\*Vandegrift Forwarding Co., Inc.
29 Broadway
Van Oppen & Co., Inc.
10 Bridge St.
\*WEDEMANN & GODKNECHT, INC.
3 State Street
BOwling Green 9-2141
(see advertisement)

Whitehall Shipping Co.

Whitehall Shipping Co.
24 Stone St.
Wilsen's American Co., inc.
82 Wall Street
\*Wolf & Gerber, Inc.
27 William Street
\*J. B. Wood Shipping Co., Inc.
30 Whitehall St.
4 World Wide Freight Forwarding Co.
401 Broadway
World-Wide Services, Inc.
152-70 Rockaway Blvd., Jamalca,
N. Y.
\*Daniel F. Young, Inc.
44 Whitehall Street
Young & Glenn, Inc.
26 Broadway

ESTABLISHED 1909

# CHARLES A. REDDEN, INC.

Custom House Brokers Foreign Freight Forwarders 40 Walnut St. Newark, New Jersey

Telephone: Mitchell 2-7670

Forwarders F.M.B. No. 1809

### WESTFAIR AIR SERVICE, INC.

Rampart Road Norwalk, Conn.

International Air Freight Agent TEmple 8-2121

NEWARK, NEW JERSEY
ACME AIR CARGO, INC.
91 Bay Avenue
(see advertisement)
AIr Cargo Consolidators, Inc.
Cargo Bidg. 150, Newark Airport
\*AIR EXPRESS INTERNATIONAL
Bidg. 150-Newark Airport
Market 4-4066/7/8
TWX: NK-1190
William H. Watts, District
Manager

Manager

Manager
(see advertisement)
Airways Parcel Post International
Bldg. 150, Newark Airport
Imperial Air Freight Service, Inc.
Newark Airport
Aimport-Export Service of N. J.
972 Broad Street
REA EXPRESS
Broad & Ploneer Sts.
(see advertisement)
W. T. C. Air Freight
Bldg. 6, Newark Airport
World-Wide Services, inc.
Bldg. 56, Newark Airport

NORFOLK, VIRGINIA REA EXPRESS Bermuda & Capehart Sts. (see advertisement)

NO. ARLINGTON, NEW JERSEY United Van Lines, Inc. 600 Ridge Rd.

NORTH HOLLYWOOD, CALIF. Allied Van Lines, Inc. 7241 Lankershim Ave.

NORWALK, CONNECTICUT
WESTFAIR AIR SERVICE, INC.
Rampart Road
TEmple 8-2121
Paul K. Cleveland, President
Douglas W. Riddel, Vice President dent (see advertisement)

OAKLAND, CALIFORNIA REA EXPRESS 1791 16th St. (see advertisement)

OKLAHOMA CITY, OKLAHOMA ALAHUMA CITY, OKLAHOMA
Air Cargo Consolidators, Inc.
Hangar 11, Will Rogers Field
AIR EXPRESS INTERNATIONAL
Hangar 3, Will Rogers Field
MUtual 5-7719
TWX: 0C-426-X
G. R. Morrell, District Manager
(see advertisement)
REA EXPRESS
SIS S. Harver 815 S. Harvey (see advertisement)

OMAHA, NEBRASKA REA EXPRESS
Union Passenger Station
(see advertisement)

OSHKOSH, WISCONSIN REA EXPRESS
443 Broad St.
(see advertisement)

PALO ALTO, CALIFORNIA REA EXPRESS
Sherman & Ash Sta.
(see advertisement)

JOHN A. STEER CO.

Authorized IATA Air Cargo Agent Customs House Brokers

Bourse Bldg., Philadelphia 6, Pa. Phone: WAlnut 2-6612

PASADENA, CALIFORNIA REA EXPRESS 184 W. Wainut St. (see advertisement)

PASSAIC, NEW JERSEY
REA EXPRESS
1 Lexington
(see advertisement)

PATERSON, NEW JERSEY REA EXPRESS
35-61 Railway Ave.
(see advertisement)

PEORIA, ILLINOIS
REA EXPRESS
32 Liberty St.
(see advertisement)

PERRYSBURG, OHIO Hayes Forwarding Co. 104 Louisiana Ave.

PHILADELPHIA, PENNSYLVANIA ACME AIR CARGO, INC.
Schnckamaxon St.
(see advertisement)
AIR EXPRESS INTERNATIONAL
CORP.

CORP.
International Airport
92nd St. & Easington Ave.
SAratogn 6-890
TWX: PH-292
E. Bogda, District Manager
(see advertisement)
AIRBORNE FREIGHT CORP.

(nee ndvertisement)
AIRBORNE FREIGHT CORP.
International Airport
SArntogn 6-7000
Roward Osterhout, District
Manager

\*PETER A. BERNACKI, INC.
222 Spring Garden St.
MArket 7-6315
Anthony P. Bernacki, Vice Pres.
(nee advertisement)
\*DAVIES, TURNER & CO.
113 Chestnut Street
WAlnut 5-3300
(nee advertisement)
\*Chas. Kurs Company
115 Chestnut Street
REA EXPRESS
30th & Walnut Sts.
(nee advertinement)
JOHN A. STEER COMPANY
BOURS BIGS.
WALNUT 2-6612
C. W. Moore, President
H. B. Callahan, Mgr. Air Division
fnee advertinement)
Sustek Co., Paul
21 S. Fifth St.

PHOENIX, ARIZONA REA EXPRESS 401 W. Harrison St. (see advertisement)

PITTSBURGH, PENNSYLVANIA REA EXPRESS 2500 Liberty Ave. (see advertisement)

PORTLAND, OREGON
AIRBORNE FREIGHT CORP.
International Airport
Norman Hunt, District Manager
(see advertisement)

North American Van Lines, Inc. 208 S.E. Oak St. Pacific Air Freight, Inc. 423 N.E. 22nd Ava. REA EXPRESS 709 N. W. 5th Ave. (see advertisement) Williams Exporters 917 S.W. Oak St.

PROVIDENCE. RHODE ISLAND EXPRESS Union Station (see advertisement)

RALEIGH. NORTH CAROLINA REA EXPRESS 121 Scaboard Ave. (see advertisement)

READING, PENNSYLVANIA REA EXPRESS
Reading Outer Station
(see advertisement)

REDWOOD, CALIFORNIA REA EXPRESS
40 Diller St.
(see advertisement)

RICHMOND, VIRGINIA REA EXPRESS 2047 W Broad St. (see advertisement)

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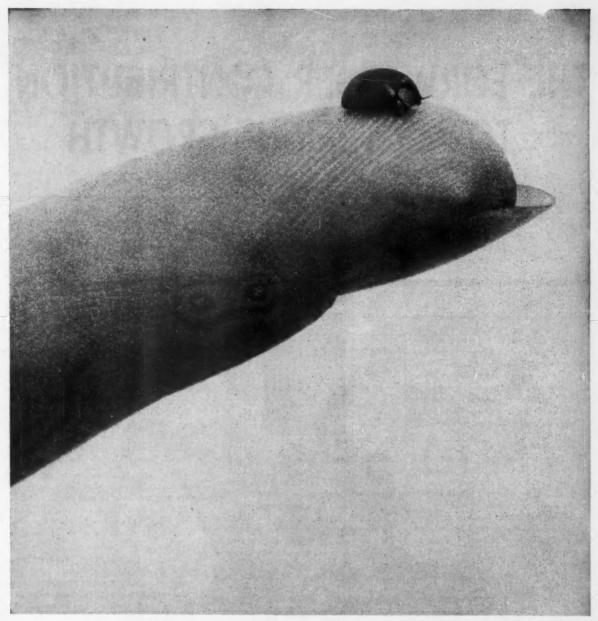
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# THE FORWARDER CONTRIBUTION TO AIR FREIGHT GROWTH

By DR. F. GYSSENS

General Secretary

International Federation of Forwarding Agents Associations (Federation Internationale des Associations de Transitaires et Assimiles)

THE considerable progress of the jet-propelled aircraft results in putting at the disposal of the transport of air cargo an always increasing number of piston-engine planes. Therefor, it is not at all surprising that the air companies are most interested in developing the cargo market. From the figures available it seems probable that by the end of 1961 the carriers will have to offer at least twice the cargo capacity of that available today.

In these circumstances, an intensive and skillful sales campaign to ensure that the available space is adequately filled, should be effected. In the opinion of the forwarding trade, close cooperation in this field between forwarders and carriers is of great importance and undoubtedly will be beneficial to all concerned.

With this in mind, FIATA (International Federation of Forwarding Agents Associations) has put forth considerable effort in order to realize unity of action between forwarders of the Old and the New World.

It is, indeed, only by constituting a united front, perfectly representative on international level, that the forwarders may expect to command respect for their point of view from the International Air Transport Association, the great international organization of air carriers.

If it is true that this united front is not yet entirely realized, it must be added that last year close contact was established with the two American air freight forwarding organizations; the action seems to justify serious hopes.<sup>1</sup>



Gyssens

Moreover, FIATA, and more particularly its Subcommittee on Air Transport under the chairmanship of E. Tournade, is sparing no effort to set up constructive cooperation with IATA on the basis of a fair distribution of tasks between air carriers and forwarders.

In this connection, it is interesting to point out that a certain number of press releases, published after the IATA-Freight Conference of January-February, 1961, have expressed the opinion of airlines with regard to the support given to them by the forwarders in the development of air cargo traffic.

If the importance of forwarder-generated freight is admittedly far from being negligible (in the opinion of one of these companies, this cargo represents more than the half of its total freight), it could be widely extended through modification of the tariffs.

Since November last, the forwarders and IATA cargo agents have made suggestions in this sense before IATA, hoping that these would hold the attention of the companies at their January sitting in Paris. The conference, hower, refused to receive a delegation of

air freight agents, who would have been able to develop and comment upon the suggested modifications.

Ever since then, the companies could not agree on a new freight tariff policy on the North Atlantic relation.<sup>2</sup> It follows that the impossibility to make appropriate consolidations on the North Atlantic lines remains, because the tariffs, in their actual structure, practically prevent the forwarding agents from gathering on a same airwaybill goods of different categories.<sup>3</sup>

Therefore, it seems to be at least premature to state that the consolidators are not able to make appropriate consolidations, since consolidations could be organized only after the desired tariff modification would be ob-

Neutral forwarding organizations must be set up on national level in order to supply a cargo tonnage sufficient to allow its members the profit of the most reduced tariffs proposed by the air companies.<sup>4</sup>

Such organizations would be surely able to further, to a great extent, the progress of air freight transport.

Moreover, FIATA would also contribute to the improvement of air freight traffic by trying to obtain in the

PAGE 56—AIR TRANSPORTATION—Air Commerce

<sup>&</sup>lt;sup>2</sup> The North Atlantic air carriers last month reached agreement on cargo rates, effective September 1, 1961. It is generally agreed that consolidators will benefit from these new rates to a certain extent. See Page 14 in this issue.

extent. See Page 14 in this issue.

Br. Gyssens apparently is referring to the absence of a structure similar to the one effective on the North and Central Pacific. The Pacific rate structure has eliminated all specific commodities and established a series of diminishing rates based on weight levels applicable to all commodities.

<sup>&</sup>lt;sup>4</sup>This seems to be a plea for the establishment of cooperative air groupage companies on a national scale, such as the one in existence in West Germany.

various countries, through the intermediary of its national organizations, customs facilitations indispensable to the acceleration of operations at the air stations.

There are also a number of other subjects which are of interest to both the air carriers and the forwarders. Particularly, we are thinking about improvement in packaging, ground-handling arrangements, and the development and use of containers and pallets so as to speed up the loading and unloading of air shipments.

Finally, if full compliance with the provisions of the IATA Articles Regulations on the carriage of various types of air cargo, including dangerous goods, is essential, FIATA is undoubtedly in an excellent position to cooperate efficaciously to this end through advice to its members.

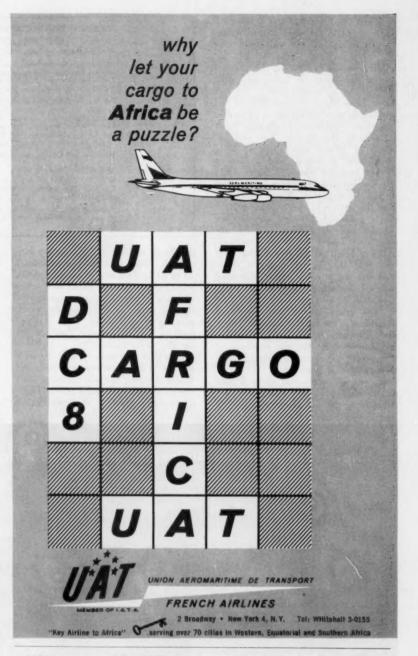
### GREAT COMPROMISE

(Continued from Page 15)

were strapped by the authority provided to the forwarders by the CAB. Then, too, the European forwarders were now vocally unhappy about the discrimination which worked towards their disadvantage. Meanwhile, the air carriers scrounged around for payload to fill their swelling cargo capacities, and the prospect of earning a buck from the charter of aircraft to forwarders was a consideration which the reality of economics dictated and could not be overlooked. This schizophrenic approach to the problem was more or less characteristic of the industry.

On the other hand, consolidators, notably AEI, have told this writer that they harbor no deep, unshakable desire to perpetuate the practice of chartering. They have contended that "the unrealistic rate structure" has driven them to this recourse, and volunteered the information that they would abandon it once there was devised a rate structure which will allow them to develop volume traffic and produce what they consider to be a reasonable return. It was eminently clear that when the IATA airlines convened to consider what to do about cargo rating, they would be engaged in some heavy thinking about consolidator charters.

They met in Cannes in September. The parley dragged on for weeks, and in October it broke up without any part of the problem solved. The cargo men needed a breather; they required more time to ponder the long exchanges of views, demands, complaints, and recommendations. A new meeting date was set for January 23, this time to be held in Paris. V. E. L. Dubourcq, senior vice president of KLM Royal Dutch Airlines



and chairman of the IATA Traffic Conferences, issued a hopeful statement:

"The airlines unanimously recognize a need for bold and imaginative measures to fill the cargo holds of the new jet transports and the growing number of all-cargo aircraft in scheduled service. The industry is on the threshold of the great cargo breakthrough, and we hope to give it a push."

However, the subsequent session in Paris three months later failed to produce the propulsion over "the threshold of the great cargo breakthrough". The interim between the two cargo conferences, instead of tempering the attitudes of the carriers and developing a spirit of reason and conciliation, somehow had created new rigidity of position and aggressive words.

There was ample cause, if not statesmanship, behind the aggressive postures. Attitudes were grounded in the basic differences in the cargo philosophies of the various carriers which, in each case, had been formulated by the relative size of lift capacity, the availability or absence of all-cargo aircraft, the comparative hold on a particular market, and national considerations.

When the second IATA meeting blew sky-high, the entire North Atlantic air freight picture was thrust into its most perilous period in this lucrative route's history. In the absence of an agreement on rates, and with the present agreement due to run out after June 30, it was possible for the airlines to seize advantage of an escape clause and to file new tariffs with April 10 as their effective date. Tens of thou sands of dollars were spent on their production. It had become a case of every man for himself" when April 10 was reached. A glance at the new tariffs showed this. More worrisome was the nature of the possible private deals arranged between shipper/forwarder and air carrier, and the unregulated forays in various markets. After a brief period of optimism that the possibility of an open-rate situation was out of the question, this gave way to deepening gloom as the effective date drew closer.

"The place where optimism most flourishes is the lunatic asylum," Have-lock Ellis once wrote—and these words could aptly describe the emotions of the North Atlantic air freight community at that juncture.

It was no secret that three United States airlines favored a rate structure resembling the one placed in effect on

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the North and Central Pacific on January 1, 1960, with volume discounts up to 63%. This eliminated all specific commodities, and was based on a series of weight breaks with progressively cheaper rates for all commodities, regardless of description. There was opposition to this concept, but not all for the same reason.

Less than two weeks before the start of the Paris conference, Seaboard World Airlines, the sole all-cargo carrier on the route, revealed publicly that it would propose a structure which would maintain the present general commodity rate up to and including the 1,100-2,200-pound bracket. From that point on, it would undercut the rate, descending in stages until 65,000 pounds which would earn a 14.5¢ per ton-mile rate. The airline would have eliminated certain commodities, consolidated others, and fixed charter rates to that no difference existed between the IATA charter rate and scheduled service. Guiding Seaboard's philosophy was the fact that within a few months it would start operating its Canadair



PAGE 58—AIR TRANSPORTATION—Air Commerce

CL-44 swingtail propjets, the biggest and fastest commercial freighters to be in the air. The powers-that-be at Seaboard are naturally apprehensive about the opportunities to attract enough volume cargo to fill its 32½-ton capacity.

While some of the airlines still spoke with firmness, it became increasingly evident that the furrows of worry were deepening in the brows of many of those responsible for the economic health of the cargo departments. The question began more frequently to to be bruited: is an open-rate situation wise? They appeared to be convinced that they would be the severest losers in an unregulated situation. The forwarders and cargo agents were no less convinced that they would be pulled down alongside the airlines.

The starting date of the expected rate war was not far off when the CAB stepped into the picture. It took a tough stand, making it known in no uncertain terms that it did not like the state of events; that it desired the carriers to maintain the present North Atlantic rates through June 30, and in the interim to work seriously in a third attempt to find a common denominator which would solve their collective problem; and that if this advice was heeded, the Board might do something about

changing the regulation which permits forwarders to charter aircraft.

The Board did not stop there. It tossed precedent to the wind and told the air carriers the kind of cargo rate structure it liked to see on this route. The CAB rates concept was close to that contained in the American carriers' proposal, with a small number of specific commodity rates maintained.

Immediately afterward, the Board called a meeting in Washington with the international air freight forwarders. The Board spelled out its position and



went on record that, depending on the outcome of IATA action on rates, it might withdraw the forwarders' charter rights, "at least for westbound traffic."

The Air Freight Forwarders Association, the national industry body, gave its assurances of cooperation, but stated that it would do so only under four conditions: that the decision apply to westbound charters only; that it be made effective no earlier than the starting date of a new, satisfactory structure approved by the Board; that the agreement extend no later than June 30, 1963, at the end of which time the charter condition "shall automatically reattach to the resolution"; and that the Board disapprove any rate structure other than the one the Board itself had recommended.

The IATA carriers agreed to try again in Montreal on May 1, meanwhile accepting the CAB recommendation that the present rates be extended through June 30. Weighted by their own fears of what an open-rate situation could bring, not to mention the Sword of Damocles which the CAB had poised over their heads, the conferees spent the next two weeks hammering out a compromise tariff. ("It's blood, sweat, and tears," an airline executive in Montreal told the writer over the telephone.) They could not fail on this turn at bat, with two strikes already on them. Three strikes and you're out-and you had to be crazy to want that.

So the rate war was averted.

The present rates were extended through August 31, and the new rates made effective the following day, good through March 31, 1963.

What do the new rates give to the shipper? In a nutshell, they established:

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1. A minimum charge of \$11 per shipment from New York, Boston, Montreal, and San Juan; and \$12 per shipment from all other points in the United States, Canada, and Mexico.

 General commodity rates, starting at \$1 per pound (New York-London) and scaling down to 33¢ per pound, with weightbreaks at 100, 220, 550, 1,100, 2,200, and 16,500 pounds. (See Page 14.)

3. An additional weight level in the general commodity rates, eastbound only, set at 16,500 pounds and over, rated at 31¢ per pound.

4. A vastly reduced number of specific commodities. (See Page 15.)

The new rates must receive approval by the various governments before they can be placed in effect.

Now that the possibility of a rate war has been dissolved through action in Montreal, what lies ahead? If onand off-the-record statements made to this writer comprise any sort of indication, the Montreal settlement looms as a stopgap rather than as a solution. The writer has interviewed literally scores of key airline executives, forwarders, agents, and industrial shippers. The strongest impression received has been the frequency with which the phrase, "a step in the right direction,"

or its variation, "a great step forward," was employed to describe the IATA move. At the same time, no one talked about a breakthrough this year or next or in 1963.

Pan American World Airways' vice president-traffic and sales, Willis G. Lipscomb, in a brief formal statement. asserted his company was "gratified" that the carriers have gone along with "the principle of weight breaks for transatlantic air cargo, a system advocated by Pan American since 1949," and foresaw a 50% increase in traffic as a result. He would have preferred a rate structure like the one for North and Central Pacific traffic, he indicated, but added that the big reduction in the number of specific commodities was an important advance. Lipscomb predicted that three-quarters of all the transatlantic air cargo will move under general cargo rates.

Seaboard's senior vice president, John H. Mahoney, was more conservative. He told Air Transportation that the new rates were "good, but not as good as we would like them to be". Mahoney stated that "the new rates will give the airlines a lower yield," and that they are "not low enough to produce enough new traffic". He deplored the fact that there are no new

developmental rates. Yes, the airlines had moved in the right direction, he said, and he expected "some increase" in traffic. The Seaboard executive emphasized, however, that "we are not stepping out into the new markets that we should."

Etienne Dreyfous, cargo manager-North America for Air France, agreed that the airlines had produced some improvements at their last session, but that "they haven't gone as far as we would like to go to develop new traffic."

Joerg W. Paetow, Lufthansa's cargo chief for North America, described himself as "quite pleased" with the outcome. He said that the results correspond to the thinking of his company in its original rate proposal. Paetow conceded that "there is room for improvement"; he pointed out, however, that the new rates "give the carrier, shipper, consolidator, and agent something to work with". "I think it is a good achievement," he said.



In a pre-Montreal interview with Air Transportation (April 1961, Page 37), Paetow had revealed his company's thinking on rates. The German airline favored retention of a small but important group of specific commodities, "essential for the preservation, and above that, for the increase of the important export and import traffic in these commodities." Paetow predicted then that when the final settlement was made, the carriers would find it expedient to retain the most important specific commodities. He was right.

Alvin E. Levenson, KLM's United States cargo manager, said flatly that "we are rather disappointed with the outcome" of the conference. He admitted that an open-rate situation would have been "more harmful than the new rates," and agreed that the increase in the minimum charge pleased him. He added:

"However, we are disappointed that a minimum commission has not been allowed for cargo agents. Further, we feel very badly that a rate has not been retained for PX material, and as well, that a rate has not been retained for tobacco shippers. Though introducing breakpoints is a step in the right direction, we are a bit disappointed in the fact that there is in sufficient spread between lower breakpoints and higher breakpoints, as forwarders and volume shippers could

have been benefitted to a larger extent had the industry maintained a status quo for smaller shipments and introduced even greater reductions for larger shipments.

"These are our off-the-cuff observations, and perhaps by next fall we will be in a better position to make additional observations."

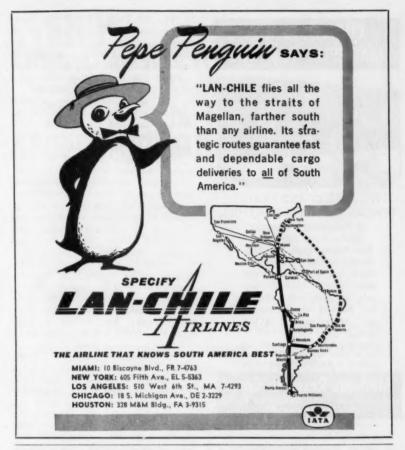
Alitalia's top cargo executive on this side of the Atlantic, Frank M. Turano, felt that the new rates will tend to increase the volume of traffic. He expressed the view that progress had been made towards the long-needed improvement of the transatlantic tariff. The rates, he found, are "as reasonable and as nondiscriminatory as possible," and foresaw even greater future improvements for shippers, forwarders, and agents.

Turano made another point. He urged that all concerned with the shipment of goods by air to make their views known to the carrier and to the CAB to a greater extent hitherto than has been true. The cargo chief of the Italian carrier recommended that shippers and middlemen alike declare their views on the nature of their individual needs so that the airlines will be assisted in future improvements in tariffs. He would like to hear opinions on the results of Montreal "so that the carriers can be guided."

In the opinion of W. O. Greenway, United States cargo manager for BOAC, "the rate structure provides consolidators with the incentive needed to increase substantially from present levels the direct carriers' cargo loads across the North Atlantic." He believes it forms "a reasonable basis for development of future bulk cargoes from shippers who use IATA-approved cargo agents."



Alex Igyarto, who heads Sabena's cargo effort here, said he was "going along with the new rates and playing it by ear." Brussels may be affected as a break-bulk point, but experience will tell. He looked askance at the wide variance in weight between the 2,200and 16,500-pound brackets—an aspect of the new tariff which has been lambasted by the consolidators. Igyarto said that this broad area was where the "creative freight" lay, and that the 2¢ per pound difference between shipments of 2,200 pounds and over 16,500 pounds did not appear to be enough of an incentive to volume shippers and



consolidators. What would he have preferred to see in this weight area? His personal feeling was that there should have been weight levels at 2,000, 5,000, 10,000, and 15,000 pounds.

'We are pleased-we really are," Anker Palvig, cargo manager for Scandinavian Airlines System, told the writer. The rates, he emphasized, are a compromise, and as such they are good. He leaned toward the view that the starting point on general commodity rates "could have been a little higher." Palvig approved of the retention of a greater number of specific commodities on the westbound run, "because it needs to be developed to a greater extent than eastbound traffic." What about the number of eastbound specifics? He called it "adequate." then added: "We could even have done with less."

"Now we've got to go to work collectively," Palvig declared. "I think the industry will increase transatlantic cargo traffic 15% to 20% over the normally anticipated increase."

Werner Seiler, United States cargo traffic and sales manager for Swissair, stated that the retention of specific commodity rates will help both the smaller carrier and the consolidator. The smaller carrier, he pointed out. will be able to "preserve part of our traffic" which, under other circumstances, might be diverted to other countries.

Francis de Matlachowski, North American cargo manager for Irish International Airlines, was "hopeful the rates prove constructive and will bring new business."

Hugh Johnston, director of cargo sales for Trans-Canada Air Lines addressed the writer optimistically. He saw the new rates as beneficial to all parts of the industry, and believed they "will make it possible for a much wider variety of commodities to move by air." He said he looked forward to a "considerable expansion" in TCA's transatlantic traffic.

Of all the cargo officials with whom the writer spoke, Jacob Kamner, El Al Israel Airlines' United States cargo manager, was the most reticent. Kamner said he preferred to withhold comment until a thorough study of the new rates was completed. He recalled that when the open-rate situation threatened, his company did not fall into a state of panic and was the only carrier which did not rush new rates into print.

When the official announcement of the agreement came through from IATA headquarters in Montreal, it was

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accompanied by an announcement from H. Bryan Renwick, vice president of Canadian Pacific Airlines and chairman of the cargo sessions.

"We believe the new rating system will transform a technological revolution in air transport into an economic revolution in distribution and marketing." Renwick declared in part.

This is a moot point, especially if one is to take into serious consideration off-the-record statements on the results of Montreal, which were made to the writer. Quite understandably, airline officials can go only up to a point in their pronouncements to the press. What they say in confidence or among themselves is another matter.

Following are some of the statements made in private conversations. Although for obvious reasons their names cannot be divulged, it is accurate to state that they are key personnel both in the United States and Europe.

"The rates aren't low enough. The breakpoints favor the consolidator and the specific commodities do not. Will they be able to make that effort for extra traffic with this kind of a structure? I don't know. We'll have to see. But generally it's an improvement, don't you agree? We must wait a few months to find the answer. What we want to know is if the tariff provides enough of an incentive to the shippers."

"The Air Freight Forwarders Association has done such a good job in Washington that the thinking of the Civil Aeronautics Board is a little lopsided. The Board ought to take into consideration the relative investments of the airlines and the forwarders."

"The most protected ones to come out of the Montreal affair are the big shippers and the consolidators. The small shippers and the cargo agents have been left out on a limb."

"I'm unhappy about it all. We haven't achieved a thing. These are just paper reductions. I cannot see how we can go out after new business—I mean, really new business—in the quantities the airlines are looking for. How will the small consolidators make it? I don't know. As for the cargo agents, they're dead."

"Overall it's a good agreement. The indirect air carrier ought to be very, very happy. Now the responsibility for developing the big traffic everybody has been talking about has passed to the forwarder. Yes, the ball has been passed to him. It will be interesting to see what he can do now."

"My comments? They're not printable."

It should be pointed out that while there was excellent reason to give utterance to whoops of joy when the open-rate situation was averted, the danger of another upset is not completely over. Theoretically, the new agreement holds good through March 31, 1963. But it is the writer's information that there are two escape clauses. One is the normal one which is contingent on government action; the other permits a dissatisfied airline to declare itself between October 31, 1961 and July 1, 1962.

What do the middlemen of the air freight industry think of the new rates? Generally speaking, the consolidators



believe there has been some progress made towards providing an incentive to volume shippers, although they are not without criticism of what, in their opinion, the airlines have neglected to do. The cargo agents, who work purely on a 5% commission paid to them by the carriers, show apprehension over the reduced rates which will reduce their commissions per shipment. The question still to be answered is whether the lower rates will produce extra traffic, thus negating whatever loss per shipment the agents will suffer and perhaps

leave a greater net profit. Another mitigating factor is the higher minimum charges, which at present are \$8 and \$9, and in September will be \$11 and \$12.

Alvin B. Beck, president of Air Express International, while stressing that whatever criticism he made of the Montreal agreement should not be interpreted as playing down the achievement of the airlines in establishing a new set of rates, claimed that the tariff contains "a number of glaring defects" which will retard the breakthrough. Even though it is an improved tariff, the forwarding executive said, he could



not foresee "a concerted rush by shippers to overwhelm us with volume shipments." He deplored the lack of breakpoints between 2,200 and 16,500 pounds, which he called "unrealistic."

"Furthermore," he said, "there is a difference of a mere  $2\phi$  per pound for a shipment weighing 2.200 pounds and another weighing eight times as much or more. The cost of processing shipments at the higher weights may well erase the  $2\phi$  differential."

Beck thought that the carriers' reduction of the under-100-pound rate was ill-advised. This weight bracket, he claimed, was a "captive market." attracting mostly emergency shipments. He did not feel that the lowering of the rate in low weight bracket would appreciably increase traffic, and expected that the carriers' own yield will be hurt instead. The AEI president cited the experience of the transpacific airlines. They had reduced the rate for shipments weighing less than 100 pounds and discovered that there had been no increase in traffic other than the normally anticipated upward curve at the higher rate.

Charles L. Gallo, president of Air Cargo Consolidators, who is a former president of the Air Freight Forwarders Association and currently president of the International Airfreight Agents Association, said flatly:

"I am not happy with the new rates. I don't share the enthusiasm that this new tariff will induce huge gobs of new traffic. The air carriers are still making the same mistakes by undercutting their own rates and adversely affecting their ton-mile yield. This is not good for the future of air cargo. It serves only to delay and defer the long-awaited breakthrough."

Pete George, vice president-international of Emery Air Freight Corp., found the increased minimums and weight breaks for general commodities "generally satisfactory." He said that forwarder will be enabled to ship directly to major overseas points." George admitted that he had not had an opportunity to analyze the specific commodities, but was pleased to see a reduction in their number.

Despite some welcome action by the carriers, the new rates "can work like a Pandora's box," Norman Barnett, president of Barnett International Forwarders, Inc., said. He claimed that the tariff "pays lip service to the proposition that it is calculated to help the consolidator." In certain areas of the tariff, Barnett said, the eastbound specific commodity rates undercut the concept of the general commodity rate structure.

John D. McPherson, president of Airborne Freight Corp., and another AFFA ex-president, declared that "the carriers have failed to come through with a tariff based on volume discounts." As for the specific commodities, McPherson termed them "just an extension of the old ones." He estimated that about 80% of the traffic will move at specific commodity rates, a direct contradiction of the prediction made by Pan Am's Lipscomb.

"What we wanted to see was a tariff truly based on volume discounts," Mc-Pherson said. "I am pleased about some of the volume discounts which have been put in, but they are negated by the specific commodities which are so broad and so many of which have been retained."

McPherson expressed concern about the retention of the United States for-



warders' rights to charter aircraft. He asserted that "since this is not a volume-discount tariff," it would not be fair to withdraw the resolution on forwarder charters.

Many shippers still were unfamiliar with the contents of the new tariff when the writer contacted them, and deferred comment until they had been able to study it. H. Goeler, foreign traffic manager of the American Cyanamid Company, who was familiar with the revisions, stated he was "glad to see the rates reduced," but added that the way this came about left something to be desired. He was skeptical about there being an appreciable increase in American Cyanamid air freight traffic as a result of the new rates. Goeler asserted that it will be necessary to study what traffic can be diverted to air, and that

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such a study might take six months to

"The airlines are getting more realistic," he said. "There may be some conversion of freight to air, but the airlines still won't get the bulk."

Raymond J. Graulich, traffic manager of Time-Life International, stated simply: "I think the airlines have disappointed a good many shippers who've been the hard core of air freight for years."

James E. McGuire, traffic manager of IBM World Trade Corp., said that the lower weight bracket on Item 4311, which has attracted emergency shipments from the firm, will demand a rate about 80% higher than it is today. The rest of the weight breaks and the applicable rates are not of significant interest to his company, he indicated. McGuire asserted that when the airlines will be able to move typewriters at 30¢ per pound, it will work out to be cheaper than the surface rate, and that traffic will move into the air in great volume. He was of the opinion that a better tariff could have been devised, and that so far as IBM was concerned "they have missed the boat."

A New York textile exporter, advised of the rates to be, called them "interesting and helpful." A Connecticut dealer in electronic equipment admitted he did not ship much by air "because of the cost, you know," but that if it cost less to ship he might "give it a whirl." An independent importer of novelty jewelry with contacts in West



Germany and Italy said he brought his purchases in by air "only when there is a real need." He added that if he found the new air rates "worthwhile." he would be foolish not to do business that way. At what point would they be worthwhile? The importer did not commit himself.

If the many discussions which the writer participated in evoked statements of disappointment for a variety of reasons, these should not overshadow the fact that there is almost unanimity of conviction that the airlines are on the right track and that eventually the magic elixir will be concocted. Nothing will cure discontent more than a continuing spate of air traffic. Had there perhaps been less talk about a

breakthrough and impatience to achieve it (whatever it is supposed to be), griping might have been at lower pitch. Thus, each rate reduction fails to appease everyone at the same time, and the piecemeal approach to the breakthrough encounters criticism. Unfortunately, what may be good for the well-being of the consolidators, is not necessarily good for the health of the IATA cargo agents, and vice versa; and what might be beneficial to the air carriers may, in certain cases, spell disaster for the middlemen, with the reverse holding true also.

The effects of the Montreal compromise will not be confined to the North Atlantic route. They will be felt everywhere else. Cargo rates in other IATA Traffic Conferences probably will be adjusted to dovetail with those established in the Canadian city. The Pacific air carriers, it was learned, are preparing to vote on revised rates. Following are the tentative North and Central Pacific rates, all but one of which are for westbound lift. The sole exception is "over 2,200 pounds," for which rates for both directions are in-

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Under	100	pounds			\$2.19	per	lb.	
Over	100	1.0			1.64	66	0.0	
Over	220	6.0	ì		1.44	8.6	25	
Over	550	44			1.30	88	64	
Over	1.100	66			1.00	XX	KK.	
Over	2,200	60			.85*	6.6	66	
Over	5,500	6.6			.85	8.6	611	
Over	16,500	8.6			.75	8.6	88.	
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Although at this writing the Pacific carriers had not voted on the proposed revisions, it was indicated that "they probably will come through all right."

All things considered, the open-rate situation was plugged up in time, the expected rate war never materialized, and the IATA air carriers came through with a rate structure which, despite its claimed defects, will make it generally cheaper to send goods across the ocean. It probably will generate additional traffic. The question is: will it produce enough additional traffic? The airlines are among the first to say their new traffic is not the final answer, but one cannot say that they are not seeking it.

Nearly 190 years ago, Benjamin Franklin, in a letter to Josiah Quincy, wrote:



"There never was a good war or a

Even narrowed to the IATA situation today, Old Ben couldn't have been more right.

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# TYPICAL TRANSATLANTIC SPECIFIC COMMODITY RATES FROM NEW YORK AND BOSTON AND/OR TO OVERSEAS POINTS SHOWN BELOW

(Effective September 1, 1961)

Rates Shown in Cents-Weights Shown in Kilograms

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# TYPICAL TRANSATLANTIC SPECIFIC COMMODITY RATES FROM NEW YORK AND BOSTON AND/OR TO OVERSEAS

POINTS SHOWN BELOW (Effective September 1, 1961)

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Rates Shown in Cents-Weights Shown in Kilograms

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## Looking in on Italy's Forwarders

S PARKPLUG behind Italy's national air freight forwarder's organization is Armando Demetrio, who heads the Export Freight Department of S.N.T.F. Gondrand, head-quartered in Milan. Established in 1957 in that city as a purely local group, the quartered in Milan. Established in 1957 in that city as a purely local group, the Associazione Nationale Agenti Merci Aeree, as it is known today, boasts a membership of firms which are strewn from the northernmost reaches of Italy down to the ankle of the boot. (See map for geographical

distribution of member companies.)



Demetrio ANAMA's president

ANAMA's membership of IATA cargo sales agents has swelled to 31 firms, with more than twice that many offices in the country, and having working agreements with 328 non-IATA agencies. Together they generate about 75% of Italy's export traffic, Air Transportation was informed.

The fast growth and heightened activity of ANAMA have prompted the opening of a branch office in Rome. Meetings are held in Milan about twice monthly. Affiliated with the General Traffic & Transport Confederation in Rome. ANAMA also maintains associate membership in the International Airfreight Agents Association, the United States organization of IATA cargo agents; and with the International Air Brokers Association, the Market Association of the New Agents and With the International Air Brokers Association and the Market Association of the New Agents and Milander and Milander Association and Milander and Milander Association and Milander and Mila tion, whose head office is in Paris.

Demetrio, who has been with Gondrand for 25 years, has served as ANAMA's president since its founding. Vice presidents are Roberto Gmeiner, of Aero Servizi Internazionali, and Angelo Valente, of Air Express International, both of Milan. Nicola D'Alo, a Milanese attorney, is treasurer. Three men hold secretaryships: Dante Balzaretti and Angelo Pesce, attorneys, and Otto Wust, of Danza & Co. Alessandro Buzio, another lawyer, holds the post of secretary general

Serving on ANAMA's board of directors are: Jack Clerici, of Coe & Clerici, Genoa; Luigi Dell'Orto, of S.A.I.M.A. Soc. An., Milan; Paolo Fornelli, of Rodolfo Fornelli, Naples; Romano Giulini, of Emery Air Freight International S.p.A., Milan; Umberto Salviati & Santoni, Florence; Giulio Schaub, of Denoes & Co. Comp. of Danzas & Co., Como.

Following is the membership of ANAMA:

Milan — Aero Servizi Internazionali; Emery Air Freight Internazional S.p.A.; Fischer & Rechsteiner; Gottardo Ruf-Fischer & Rechsteiner; Gottardo Ruf-foni S.A.; Italcontinentale Trasporti; Italestero; Jack Maeder & Co.; Cesare Lanza & Co.; Marchese Lombardo S.p.A.; Carlo Pisani & Co.; S.A.I.M.A. Soc. An.; S.N.T.F. Gondrand; Soc. Trasporti Cas-teletti; Textile Transport; Züst-Anrosetti S.p.A.

Rome-Air Express International; Raf-faele Piva.

Venice-Adriatic Shipping Co.

Genoa-F. Avandero LLI; Coe & Clerici; Lertora F. Lli & Courtman.

Como-Avioservizi Internazionali; Danzas & Co.

Busto-Castiglioni & Co. S.r.l.

Naples-Rodolfo Fornelli.

Florence-Intertravel S.r.l; Salviati & Santori,

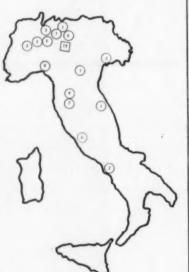
Prato-Prato Express.

Biella-G. Scaramuzzi & Figli.

Turin-S.C.T.

Although the IATA rolls show far more cargo sales agencies in Italy, the member firms of ANAMA are considered to be among the most active and progressive in that

More than two-thirds of the ANAMA members' 64 offices are situated in the northern part of Italy, with Milan towering as the center of air freight activity. Italy is a bustling air transportation center. Rome is served by 29 airlines, more than half of which have North Atlantic services. Milan is served by 10 air carriers, eight of these with routes to the United States.



Where ANAMA's members operate

## SPOTLIGHT

(Continued from Page 22)

of IATA and would have to adhere to its tariff. Events of the last few weeks appear to have borne out this prediction.

"Will it be the purchase of newtype, multi-million-dollar aircraft which will give us the low freight rates that will plunge us into the breakthrough?" he asked. "Or will it be a wholly new rate structure which will bring about a fair margin of profit and develop volume, this encouraging the purchase of the aforementioned aircraft, which then will thrust us into the breakthrough?"

Beck is committed wholeheartedly to the latter. Any other way, he feels, is putting the cart before the horse. He backed up this proposition in Washington in April when, at a Civil Aeronautics Board meeting, he proposed a cargo rate structure for North Atlantic traffic, based purely and simply on general commodities, embodying nine weight levels, starting at \$1.27 per pound (New York-London) for shipments weighing less than 100 pounds, and descending in gradual stages to 30¢ per pound for shipments of 16,500 pounds and over. This structure, AEI's president said, would produce yields of 73.8¢ per ton-mile down to 17.4¢ per ton-mile.

Furthermore, he recommended a limited number of rates for specific commodities, with a ceiling placed at 20% of the total tonnage, "provided they are considered as truly-developmental and are aimed at specific markets and at commodities which would never move by air unless these rates are kept in effect.

This recommendation was made at the time when the North Atlantic cargo rates situation was aboil and when a disastrous rate war threatened to engulf this rich route.

When IATA finally agreed on a revised tariff for the route, it settled on a general commodity rate spread of



from \$1.00 to 32¢ per pound (New York-London), with six weight levels. It retained far more specific commodities than he believed were good for the development of traffic, and broadened commodity descriptions as well.

Beck is unhappy with the final result, but he states frankly that the airlines have moved in the right direction nevertheless. He has gone as far as to say that "the horse has moved closer to the cart," and may concede that it's even alongside it. He does not, however, share the opinion of the drumbeaters that this will bring greatly increased volume traffic.

"The volume the forwarders are thinking about is still off in the future." he insists

Speaking with Beck, one soon learns that he does not believe the rates question to be a one-way street. If the airlines will not earn profits from the movement of freight, they will lose interest in this side of the business, he points out. Therefore, any consideration of rates and structures must be



based on precise knowledge of true costs (actual and hidden) and potential-a grey area in which everybody seems to be vaguely groping.

Al Beck was born on New York's Riverside Drive, which was and still is Manhattan's most scenic area, facing the Hudson River and Jersey shore.

He was educated in the public and private schools of the city and graduated from Abraham Lincoln High School. Hie father, a sales expert in the machinery field, had died when young Beck was 15. Desirous of higher education, he enrolled at the University of Kansas where he took courses in journalism and business administra-

College life was hardly a lark. Money was not an easy commodity at that time, and there was a matter of needing to work his way through school. He did this by waiting on tables and performing odd jobs at the

In 1939, Beck took advantage of the ROTC program at the university and learned how to fly. By 1941, it became obvious to him that the country was edging closer to war. It was already on in Europe and relations with Japan were not even lukewarm. He weighed the pluses against the minuses, came to the conclusion that he would not be allowed to finish his education anyway, and enlisted in the Air Force.

Because of his flying experience, Beck was able to take the aviation cadet examination without much trouble. He passed it and was assigned to Maxwell Air Force Base, ("I enjoyed every moment at Maxwell. What a wonderful period of hazing!") After about a year, he shifted to Anderson Air Force Base. There he won his wings as a pilot of multi-engine air-

## Looking in on Holland's Forwarders

A MSTERDAM—Nederlandse Vereniging voor Luchttransport (Netherlands Associa-A tion for Air Transport) will be eight years old this month. Headquartered in this old city of Europe, the organization is composed of 29 international freight for-

warding firms whose total air offices in the country reach 39.

All but one company engage in consolidation operations. Nineteen of them also serve as cargo sales agents for the International Air Transport Association.

A year after NVL was organized, the Netherlands Air Freight Cooperative came into existence. Set up for the purpose of groupage, it is an entity representing nine Amsterdam and Rotterdam forwarding firms. In addition, 30 companies co-load with NAFC. It was learned that two of the NAFC members were dropping their association to consolidate on their own.

What are the most immediate problems of the Dutch air forwarders and agents? They are not much different from those of their counterparts in other countries, including the United States. Industry leaders told Air Transportation that they have keen interest in the early introduction of a Pacific-type rate structure on the North Atlantic. There is dissatisfaction with the level of IATA agency commission, which is 5%. Ground-handling problems at the airport is of growing concern. It is recognized that the bottleneck on the ground has a direct bearing on operational expenses, not to mention service to the shipper. Another acute problem-and once again the Dutch forwarders are not alone in their need-is the paucity of trained personnel.

Although the activities of NVL have been rather modest, the last few years has seen a general tendency towards strengthening the organization's position and making its views and accomplishments better known. In addition to promoting air traffic and improving its relationship with "governmental authorities, non-members, associations of these companies, or with public-utility organizations," NVL will participate in matters affecting the member companies on a working level. For example, on behalf its members it will consult with labor unions and enter into collective agreements

Members of the organization of forwarders are:

Members of the organization of forwarders are:

Airlift N. V.; N. V. Algemene Transport & Expeditie Onderneming Van Gend & Loos; American Express Co., Inc.; Brasch & Rothenstein; Coöp. Expeditiebedrijf "Copex" U. A.; H. Dijk, Intern. Expeditie; Dankmeyer & Ronday; Van Es & Van Ommeren; H. Hackenitz N. V., Intern. Transportbedrijf; Hesta, Crans & Co.; Holland Avia Transport N. V.; N. V. Hollandsche Stoomboot Mij.; H. Hoogewerff Jr. & Co.'s Transportbedrijf N. V.; N. V. William H. Müller & Co.; Van Oppen & Co. N. V.; N. V. Reimann, Stok & Kersken's Ver. Expeditiebedrijven; Ruys & Co.; N. V. Schenker & Co.'s Intern. Expeditie; N. V. Gebr. Scheuer; Transport Maatschappij Traffic N. V.; Vereenigd Cargadoerskantoor; Vinke & Co.; Vogelpoel & Noorweegen N. V.; Vrachtbureau N. V. Stoomvaart Mij "Nederland"; Dr. Vries & Co. N. V.; Wambersie & Zn. C. V. o. A.; H. Wassing & Zn.; Wed. J. van Wesel & Zn.; N. V. Blue Air. Blue Air.



Officers and board members of the Netherlands Association for Air Transport are Othicers and board members of the Netherlands Association for Air Iransport are pictured above. Sitting, left to right: J. R. Postema (managing director, Vogelpoel & Noorweegen N. V.), vice president; N. W. A. Overbroek (managing director, N. V. William H. Müller & Co.), president; R. H. Rutten, secretary. Standing, left to right: J. van Hassel (freight manager, N. V. Algemene Transport & Expeditie Onderneming Van Gend & Loos), A. Crouse (assistant managing director, Van Es & Van Ommerch), L. Fokke (air freight manager, N. V. Schenker & Co.'s Intern. Expeditie), A. D. van Straten (managing director, Holland Avia Transport N. V.)—all members of the board of directors. The organization is accelerating its activity.



craft. Followed three more months of training, now in heavy bombardment. with B-17s. Then came the longawaited moment-assignment overseas.

On February 19, 1944, Beck and his crew picked up a Flying Fortress at Grand Island, Nebraska, and hopped to Presque Isle, Maine, where the mercury had dropped to 10° below zero. They were issued electric flying suits (which they later learned didn't heat up). awakened at 5 o'clock next morning for weather briefing, and took off for Goose Bay, Labrador,

Three-and-a-half hours later they landed in minus-24° weather, cursing the fact that the B-17 had no heater. After a two-day stay at Goose, they flew to Meeks Field, Iceland, where surprisingly the temperature was comfortably above freezing, but damp and dreary; and with another night's rest, the crew flew to Prestwick, Scotland, turned in their plane, exchanged their American dollars for British pounds, did a little sightseeing ("I remember visiting Robert Burns' home and the church in which he was baptized"), and entrained for eventual assignment with the Eighth Air Force's 92nd Bombing Group at Wellingborough, England. He still speaks with special pride about the 92nd's having been the oldest and most spectacular bomber group in the ETO.

One of Beck's private secrets and among his most valued possessions is a diary which he religiously maintained during his days with the 92nd. It is a revealing document consisting of several score standard-sized sheets, which mirror a young man's harrowing experiences, thoughts, and impressions. in and out of battle. After a period of hesitancy, Beck permitted the writer to go through its neatly penned pages. The following few paragraphs were extracted from various entries covering the first six months of combat flying:

"I never thought the Channel looked better. It was so good to look across the water and see old England sort of smiling at us, with open arms. . .

"The Luftwaffe put up more fighters than I ever want to see on all my remaining raids combined, and the flak was heavy and deadly accurate. It was very rough, and I think we were extremely lucky to get back. .

"We picked up several flak holes. One was six inches in diameter in our left wing tip. . . ."

"The flak bursts came so close to us that at times I actually heard the shell exploding and felt the impact of the explosion move the ship around; the spent flak falling or brushing the ship sounded like someone was throwing pebbles on a tin roof. . . ."

"A Fort right in front of us received a direct hit. It reared out of formation and headed straight down in a vertical dive, the wings crumbling like paper, debris flying all around it, and just before it went into the clouds it exploded into a thousand pieces. . . ."

"It seemed like every damn gun in Germany was shooting at us. . .

"The flak threw us all over the sky.

"I've seen all I want to see for the duration, plus 60 years. . . ."

Actually, Lieut. Beck performed 31 bombing missions, but he received credit for 35, the extras representing action beyond the call of duty. Once, in an involved operation, he became separated from his entire squadron. He found another B-17 group on the way to a target, and voluntarily joined it without knowing its destination. There were nine armed bombs aboard, "and I got rid of them over the enemy."

He was on no mission on D-Day, a bitter disappointment to him; but he took his B-17 up for a bird's-eye view of the historic invasion. His last raid was against St. Lo. For his work with the 92nd Bomber Group, Beck was awarded the Distinguished Flying Cross and the Air Medal with three

oak leaf clusters.

Combat was behind him now. He got a hard-won 30-day leave which he spent touring England, then boarded the Queen Elizabeth for home. There was a joyous reunion in New York with his wife, Babette. After a month, he was ordered to Atlantic City which he found flooded out as the result of a hurricane. He was reassigned to Miami Beach, quartered for several weeks in a swank hotel ("Imagine paying a buck a day for a \$40-a-day suite!"), then ordered from the bed of luxury to the relative austerity of Sioux City, where he joined the Air Transport Command.

Checked out on all types of multiengine aircraft, he was given permanent assignment with the 7th Ferrying Group, based at Great Falls, Montana. One of the primary functions of the group was to supply the Russians; another was to pick up B-29s from Boeing at Seattle and to fly them to various bases. Included in his duties was the checking out of all pilots and com-

manders.

It was at this moment in Beck's career when the future cast its first foreshadow. While on instrument training



flights, he normally picked up supplies on the backhaul. He started wondering about its possible application to commerce.

Shortly after V-E Day he exchanged his uniform for civilian clothes and stepped out into a fresh world, prepared to wrest success from it. The young veteran wrote "two or three hundred" letters to corporations, suggesting to them the high utility of executive aircraft (especially with himself as pilot). He was rebuffed in this campaign.

Then he met an engineer who had invented a stall-warning indicator. Impressed with the product, Beck traveled the country selling it. But even then instinct told him this wasn't what he wanted. His destiny lay elsewhere. But where?

It was 1946. A mutual friend introduced him to Bill O'Brien, owner of Fast Air Freight, a forwarding company. They responded to each other. Soon Beck was involved in Fast Freight's deal to sell fresh, tree-ripened Florida grapefruit segments, chilled in their own juice, packed in one-pound containers. They were flown north in a C-47 owned by Flamingo Air Service, one of the dozens of hopeful nonskeds operating out of Teterboro Airport in that era.



Beck, Walter Ferguson, and Charles Vasseur (who in later years was to become United States sales manager for ASA International Airlines) descended on hotels and larger restaurants, extolling the virtues of fresh. tree-ripened fruit. Despite the superiority of the product, it was far from easy going. ("We were ahead of our time, I guess.") They expanded into other fields, familiarizing themselves with the specific demands of different industries, and working hard to cope with them.

Tilling unplowed soil presented numerous difficulties. He loved air freight for its challenge. It made ceaseless demands on his imagination. strained his perseverance, and called for long hours with little return—but this was what he knew he wanted. The payoff wasn't around the corner; he was willing to wait it out.

Early in 1947, Beck, Ferguson, and Vasseur decided to form their own air freight forwarding company. A flip of the coin decided the officers, all of whom were equal partners. Beck became secretary-treasurer and general manager. They called their firm All-Air Freight, and they specialized in transatlantic and interamerican traffic.

All-Air had been started with less than \$200. They were able to pick up business from the start and to expand their volume each quarter. However, the hard reality of undercapitalization remained to plague them to the end. As creditors, they relied totally on a regular flow of monies from their accounts receivable. The flow was a trickle.



In 1949 Beck traveled to Europe. A transatlantic telephone call informed him that another forwarding firm was going out of business, and the principals of that company could be hired. It might save All-Air. The deal didn't pan out.

Charles L. Gallo, then president of Air Express International, invited the three partners to join his company. They accepted the invitation. Within half a year, Beck rose from assistant export manager to export manager was York district manager. Vasseur and Ferguson eventually departed for other areas of endeavor.

In 1951 he was elected vice president. Two years later he became vice president-export, and in 1956 he was named vice president-development. In the following year he rose to senior vice president, and the year after that to executive vice president. On November 10, 1960, Chester M. Mayer, president and chairman of the board, relinquished the presidency, and named Beck to that office. Mayer took over the post of chief executive officer and retained the chairmanship.

Mayer and Beck have a close working relationship. They frequently travel abroad together, visiting their offices and agents, interviewing business executives, studying facilities and trade conditions. A year ago they covered Australia twice, in the process establishing offices in Tokyo, Haneda, Osaka, Hong Kong, and Sydney.

As an Air Force pilot, Beck logged 4,000 hours. Although he owns a commercial license and an instrument rating license, he hasn't piloted a plane since 1955. On the latter subject, he says laconically:

"My wife objects."

But he does plenty of flying as a passenger. Last year alone he flew an estimated 200,000 miles, including two round-the-world trips and six or seven transatlantic and intra-Europe flights. Beck never tires of travel and refers to himself as an inveterate sightseer.

He reads three newspapers a day, and subscribes to five weekly and three monthly magazines, in addition to the important trade periodicals. This doesn't allow much time for book reading, although when he does manage to pick one up it usually is on an aviation subject.

The proud possessor of an excellent stereophonic phonograph, he admits to quiet tastes in music, perferring the semi-classics of the Herbert-Romberg-Friml school. He also enjoys the better modern musicals.

Next year he and his wife, Babette, will celebrate their twentieth wedding

anniversary. They have two children, Joel Lawrence, who is 15 and attends Cheshire Academy; and Patricia Lynn, nine. Right now the Becks' big thrill is the brand new home they are building at East Hills on Long Island's North Shore.

Where is the air freight industry going? Beck, who on occasion is acerbic about matters which, in his opinion, offset its growth, had this to say:

"Generally speaking, we're headed in the right direction. But it's taking us more time to get there. It's a road that's a lot longer than I thought in the beginning. If someone would have told me when I first started out in this industry that it would be at this stage in 1961, I might not have gone into it.

"Now don't mistake my words. I am saying that maturity is taking longer, and I guess we're still far away from it. But when conditions are right, it will be the greatest industry in the world.

"I believe that international air freight will show the bigger growth, be-

cause the advantage of air transportation is greatest in long-distance haulage. Within the United States, the longest distance between two points can be covered by surface transport in four days; the same distance on a transoceanic run is 15 to 30 days.

"The time element is definitely in favor of the airfreighter. This is an advantage that will never be lost. Two problems need to be licked—economics and equipment.

"There will come a time when the cost factors of air freight will approach those of ocean freight. Inevitably the old mode of transportation will give way to the new.

"Air freight is showing steady growth. My own complaint is that it can move upward faster and we're not doing it. But I believe the industry is beginning to see the light. I think there will be a general revision of philosophy in the fairly near future—evolution, if you will. When that happens, as it must, come back and see me, and we'll re-examine what I've told you today."

R. M.

## A PLAY, A REVIEW (Continued from Page 24)

interline and direct.

We must help them in direct ratio

that we expect them to help us. In-

deed, we must work together for the

Incidentally, the cargo revenue of my

company breaks down to approximately

25% forwarder-originated, 60% cargo

sales agent, and the balance of 15%

direct and interline. Just a couple of

years ago, the forwarder accounted for

only about 10% of our business. In

New York, the major cargo station for

JAL, our cargo agency figures run

62% and forwarder totals run 33%,

which add up to 95%. The rest is

attainment of our mutual goals.

After making many fruitless calls, the doctor finally contacted Variety. It was the theatrical periodical which advised him to call Wings & Wheels. The Los Angeles office of the forwarder immediately sent through to its New York International Airport station, on the firm's private wire, the request that 40 copies of the Times should be delivered in Hollywood in eight hours. But in New York on February 8, a heavy snowstorm had restricted the movement of truck traffic. It looked like an impossible requirement. Even with the best of intentions, how could the papers be hurried through all those clogged streets and highways to the airport?

All calls going through to Idlewild are monitored in the forwarder's general office in Flushing and the messages are shown to M. C. Laut.

At his suggestion, things started moving. The Queens salesman and the dock foreman struggled round the various passenger terminals at Idlewild, buying up every copy of that day's Late City Edition of the Times they could lay their hands on. Meanwhile, arrangements were made with TWA to haul approximately 100 pounds of newspapers on its jet leaving for Los Angeles at 4:30 p.m.

When the jet took off, sure enough, Dr. Wolkiser's 40 copies were on it, safe and secure in one of the yellowing shipping bags in which Wings & Wheels insert small pieces of freight.

The forwarder's services had not yet ended. On the jet's arrival in Los Angeles at 6:25 p.m. PST, a special messenger was waiting in a Wings & Wheels vehicle detailed to meet the flight. And by 7:05 p.m., when the destination in Hollywood was reached, the messenger had clipped the reviews, and they were all ready for perusal by the members of the film industry 25 minutes before their 7:30 p.m. meeting.

## WE SHARE COMMON GOALS

(Continued from Page 16)

airlines that have had faith in the forwarder have been rewarded with increased cargo revenue and expansion.

Most of the international freight forwarders pioneered in air freight as cargo sales agents, but there were also several that started as domestic freight forwarders. These were years of tremendous risks and 20-hour working days for them. I have been fortunate to have witnessed the progress of these firms and men through the years of development, and I am convinced that they are our key to success in the present period of air freight evolution.—I say evolution—not revolution—as this is a continuous program of change rather than one of drastic action.

I remember as a sales representative for Philippine Air Lines in the early Fifties, calling on a certain forwarder in one of its former locations-small ancient, dingy office and warehouse. A double desk surrounded by crates with two men handling the entire operation with the aid of a driver. Their subsequent moves into larger and better offices has culminated in a beautiful new building adjacent to the airport. This building incorporates the latest design features using a cargo-flow design. Shipments come in through one side, are processed and move out the other side without bottlenecks. To quote one of the principals of that organization:

"We designed this building to move freight, not to store it."

I would never attempt to guess the amount of blood, sweat, and tears that went into this organization. Suffice it to say that today it is a success because of their efforts. This is an example of the backbone of the American economy. Certainly we in the airlines should feel fortunate to be working with this kind of hard-laboring, farsighted individual.

With the notable exception of such firms as Emery Air Freight and Air Express International, which are publicly owned, most of these companies are privately held and do not release their figures to the public. An insight into the private figures of one such firm reveals a gross of \$12 million on which a \$1/4 million net was realized. With regard to the latter, 70% is owned by one man; his employees owning the rest. They have built up \$2 million in assets, including 70 trucks and enjoy a net worth of over \$3/4 million. So you can see from so-called cracker-barrel beginnings can be derived not only satisfaction but sizable personal fortunes.

Keep in mind that there are many other examples of this type of growth in our industry. I have given these examples not to glorify the individuals but rather to point out the type of individual that we have helping the airlines achieve maturity in air freight.

## BERNACKI'S NEW MIDWEST HEADQUARTERS



The Midwest Division of Peter A. Bernacki, Inc., is scheduled to occupy the structure pictured above on or about June 1. Adjoining Chicago's O'Hare Field, Bernacki's new facility is located at 4140 George Place, Schiller Park, Ill. Peter A. Bernacki, president of the air freight forwarding firm, said that the 12,000-square-foot building will contain sales and operations offices and substantial warehouse space. District manager in charge of the facility is Charles Foster. Bernacki stated that it is the largest of its kind in the vicinity, and that it will serve both O'Hare and Midway Airports. Pickup-and-delivery service is provided within a radius of 300 miles. An official housewarming is expected to be held at the new Midwest Division headquarters on June 15, Bernacki asserted.

## FORWARDERS

## AIR-SEA EXPANDING

Erwin Rautenberg, general manager of



Rautenberg Airport space

the Los Angeles-based forwarding and customs brokerage firm, Air-Sea Forwarders, Inc., has announced the leasing of space in Air Freight Building No. 3 at Los Angeles International Airport. Operations are scheduled to start there on June 1. Both inbound and out bound air shipments will be processed there, Rau-

tenberg said.

## PLANELOAD FOR MOM

Airborne Freight Corp., this country's principal air freight forwarder of cut flowers, last month filled a chartered freighter with roses, chrysanthemums and stock and rushed it from San Francisco to Tampa in order to accommodate the heavy Mother's Day buying. The payload was provided by three flower growers—one in Southern California and two in the San Francisco Bay area.

Francisco Bay area.

John D. McPherson, president of Airborne, points out that not long ago flower charters used to be a regular event. But since the tremendous increase in airlift space, the necessity for charter flights has been virtually eliminated. The Tampa flower merchant's purchase reportedly was an unusually large one; hence, Airborne's reliance on a chartered aircraft.

## AEI CHARTER RECORD

Air Express International, which last August established a new first when it sent off the first charter planeload of consolidated air freight has racked up a record of 28 such charters, according to a report issued last month by Alvin B. Beck, president. Since that pilot charter, Beck said, nearly three-quarter million pounds of con-

solidated freight have been airlifted to break-bulk points at London, Paris Amsterdam, and Brussels.

At the time Beck issued the report, it coincided with a record day for AEI when two chartered freighters moved 50,000 pounds of exports to Paris and Brussels. An equivalent weight went via the normally scheduled jet services to overseas points on the same route. It was pointed out that the charters carried shipments which ran the gamut of weight from a single pound to 25,000 pounds.

According to Beck, since the inauguration of its consolidation charter operation,

According to Beck, since the inauguration of its consolidation charter operation, the estimated total weight of the 23 plane-loads approached 700,000 pounds. Each freighter hauled an average of 350 shipments. He stressed the fact that AEI's charters supplement the regularly scheduled traffic handled by the company. He credits this operation with having "opened the eyes of the International Air Transport Association" to the potentialities of such charters and to have had a bearing on their thinking when the revision of North Atlantic rates was considered last month in Montreal.

## BACK FROM STUDY TOUR

Robert Seitel, president of Allied Air Freight, Inc., and Leo Strauss, director of operations, have returned from a concentrated three-week tour through Western



Seitel



el Strauss
Return from Europe

Europe. Described by Seitel as an "evaluation trip," it is understood that the period spent abroad was devoted in its entirety

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to a close-range study of market conditions with respect to present and potential air freight commodities. While neither executive was prepared to issue a more detailed announcement at this time, it is understood that they have conferred with some of the leading businessmen in each of the countries visited by them.

In the past couple of years, Allied has undergone steady expansion. Seitel indicated to Air Transportation that the company's "domestic and international expansion program is still continuing, not only with respect to investment, but in service to the shipper."

## RECOVERY LIST

M. H. Branden, president of Air Dispatch. Inc., domestic air freight forwarding firm headquartered in Memphis, has returned to his duties after a prolonged absence due to ill health.

## CONTROL APPROVAL SOUGHT

National Air Freight, Inc., doing business as Aero-International, has applied for CAB approval of control by Sidney N. Epstein and T. A. L. Loretz, and for approval, if necessary, of interlocking relationships proposed to exist through officerships and/or directorships by Epstein in Aero-International, Shine-Phillips, Inc., and General Air Freight, Inc.; and of holdings by Loretz in Aero-International, Loretz & Co., Routh Transportation, and G & L Trading Co.

## CONGRATULATIONS

## UNITED STATES AIRLINES

Alaska: Thomas J. Myan, formerly with Northwest Orient Airlines, appointed Chicago regional sales manager.

Chicago regional sales manager.

American: C. W. Daly, who has served with the carrier since 1958, promoted to manager of freighter scheduling.

Bonanza: George Moulton takes the new post of manager-interline and agency.

He joins from West Coast Airlines.

Braniff: J. W. Miller, executive vice president, presented with a pair of diamond-studded gold wings and an engraved silver tray at a surprise ceremony marking his 25th year with the company. A pioneer of commercial aviation, his service actually started in 1925, when he was named secretary-treasurer of the Daniel Guggenheim Fund for the Promotion of Aeronautics in the United States . . . Loyd Eden, also a 25-year veteran with Braniff, elected president of the Airlines Clearing House.

Chicago Helicopter: The following promotions have been made: Clyde E. Sundberg assumes the newly created position of traffic and sales manager; Donald C. Crowley succeeds Sundberg as superintendent of stations; Donald Westphal replaces Crowley as assistant superintendent of stations.

National: William F. Prigge appointed

National: William F. Prigge appointed assistant vice president of sales and services. He comes to National after 24 years of service with American.

Northwest: Newly elected vice presidents are Robert J. Wright, from general sales manager to vice president-sales; William E. Huskins, Jr., from assistant to the president to vice president-Orient Region; and Donald H. Hardesty, from treasurer to vice president-finance. Paul L. Benscoter, whom Huskins succeeds, now heads the airline's new Transportation Service Department . . F. E. Coufal

named director of commercial sales. He has been with Northwest for nearly 12 years . . . J. O. Chellin, I. A. Carra, and Mario Rallo appointed cargo service managers Seattle-Tacoma, New York, and Chicago, respectively.

Pan American: Harold L. Graham. former president and director of Cunard Eagle Airways (Bermuda) Ltd., named cargo sales manager for the system. This is not Graham's first association with Pan Am, having been identified with the air carrier before World War II and again in 1950-51 when he served as assistant to the vice presidents heading Latin American, Atlantic and Pacific operations. A former military and commercial pilot, he was with Panair do Brasil for which company he held the successive posts of European operations manager, assistant to the president, and assistant operations manager international operations. Seven years ago he was named president of Resort Airlines which he turned into a profitable operation. Graham also served for six years as an advisor to the Department of Commerce.

TWA: Ernest R. Breech elected chairman of the board. He will continue as chairman of the executive committee and a TWA board member.

## FOREIGN AIRLINES

Aer Lingus: Geoffrey Pitt becomes general manager-Britain. Recently sales director of Cunard Eagle Airways, he started his aviation career in 1944 with BOAC.

BOAC: Donald C. J. Leroy appointed senior station officer at San Francisco International Airport. Formerly BOAC station officer in Karachi, he succeeds Ralph S. Sale, transferred from San Francisco to the Doryal Airport staff in Montreal.

S. Sae, Italiserred from Sain Tancisco to the Dorval Airport staff in Montreal. Cunard Eagle: H. P. Snelling appointed general manager-Bermuda and Nassau. He joins from Skyways. Icelandic: Bolli Gunnarsson appointed

Icelandic: Bolli Gunnarsson appointed ground operations manager for New York and all European stations. He joined Loftleider, Icelandic's parent company, in 1948. . . Frode Skodt-Nielsen appointed assistant traffic manager at New York International Airport . . . Erling Aspelund named assistant station manager at New York International.

KLM: Lou Boas appointed sales promotion manager for the United States. At one time the foreign carrier's West Coast consultant on advertising and sales promotion matters, Boas, a native of Rotterdam, has held many important posts for foreign and domestic firms in the same field . . James L. McLennan appointed passenger and cargo sales representative for the Syracuse district. Before joining

for the Syracuse district. Before joining KLM, he was with American for two years. Mexicana: Manuel Sosa de la Vega assumes the duties of commercial director, a newly created position.

Sabena: Vic Raso, formerly district cargo sales manager in New York for

Row 1—Miller (Braniff): Graham (PAA).

Row 2—Wright and Huskins (Northwest).

Row 3—Vega (Mexicana): Raso (Sabena).

Row 4—Kennedy and Bolt (AEI).

Row 5—Martin (AEI): Cogan (REA).

Row 6—Byrnes and Sippel (REA).

























TSA, now with the Belgian air carrier as assistant cargo sales manager-North & Central America. Prior to his last association, Raso was with Aaxico. He serves as treasurer of the Air Cargo Sales Club of New York.

Varig: Robert J. Williams named assistant interline sales manager. He served with Northeast for 10 years prior to join-

ing Varig.

## FORWARDERS AGENTS

Air Express International: Cornelis A. Bolt appointed manager for Europe. Associated with freight traffic since 1937, when he joined KLM in Rotterdam, he has subsequently held positions with American Overseas Airlines, the Nether-lands Government, Pan American, and a Dutch air freight consolidator . . . John Kennedy named district manager in Sydney, Australia. Since 1949, when he left his employment with Australia's De-partment of Civil Aviation to join Trans Australia Airlines, he had also worked for Pan American . . . Robert Louis Martin Jean Michel Bourquin, sales manager-France. His career in air transportation, which started in 1946 with Air France, includes service with KLM and TAI.

REA: M. Stanley Cogan promoted to the new post of assistant vice president-International Department. His career in express dates back to 1917 . . . James G. Byrnes takes the new post of director-air services. He joined the express company in 1935 . . . Russell E. Sippel elevated to the new post of director-air sales. His service with REA started in 1926.

## INDUSTRIAL TRAFFIC

Portland Cement Co.: Walter L. Peter named traffic manager of the Trinity Portland Cement Division in Dallas

Libbey - Owens - Ford Glass Co.: George P. MacNichol, III, upped to general director-purchasing and traffic John A. Faller appointed director

Great Atlantic & Pacific Tea Co.: Joseph M. Collins elevated to general

c manager.

Westinghouse Electric Corp.: J. W. Hall named supervisor of traffic in the Meter Division.

Philip Carey Mfg. Co.: Edward T. Reiber appointed assistant general traffic manager, headquartered in Cincinnati.

Cannon Electric Co.: Robert Gilworth promoted to supervisor of traffic, shipping and packing in Los Angeles.

Micromatic Hone Corp.: Chester J.

Roberts assumes the duties of corporate

traffic manager, a new position. Firestone Tire & Rubber Co.: W. H. Barnett elevated to traffic manager of the Dayton Tire & Rubber Co., a newly acquired subsidiary.

## **ORGANIZATIONS**

IATA: H. Don Reynolds appointed traffic director, leaving the office of assistant vice president and general traffic manager of American Airlines to accept the post with IATA. He will be responsible to Director General Sir William P. Hildred for the supervision of traffic activities throughout the world and coordinating the Traffic Conference secretariats in York, Paris and Singapore.

## IATA

## VIASA IS NO. 89

Venezolana Internacional de Aviación S.A. (Viasa), of Caracas, has become an active member of the International Air Transport Association—the 89th airline in the organization, and the 11th from Latin America. Viasa operates routes from Cara-cas to Curação, Bogotá, Lima, Lisbon, Madrid, Paris, Rome, London and Amster-It plans to inaugurate services soon to Miami, New Orleans, and New York.

## CAB

RIDDLE-ASA MERGER

Motions by Pan American World Airways and AAXICO Airlines to widen the scope of the Civil Aeronautics Board inquiry in the proposed Riddle-ASA merger have been denied. Pan Am sought to in-stitute a general investigation of Latin American service, consolidating it with a number of pending route applications of the carrier. AAXICO, which some time ago suspended common carriage operations as an all-cargo airline, asked the Board to defer its final decision on the North-South portion of the Domestic Cargo-Mail Service Case for simultaneous consideration with the Riddle-ASA application. In its order, the Board stated:

Since the motions of Pan American and AAXICO will be denied, the contingency upon which the motions of Braniff, Delta, National and Trans Caribbean are based fails; therefore, these motions will be dis-

The merger deal of the two all-cargo airlines, first reported in the April issue (Page 9), would link routes which stretch from the New York and industrial Midwest areas to Florida and on to Central and South America.

## REVISED FORWARDER REPORTS

Following is the proposed text of Sub-Part H, Section 296.70, Economic Regulations of the Civil Aeronautics Board. Prepared because of the lack of uniformity in the preparation of airwaybills and manifests by air freight forwarders, the revised regulation applies to that portion of Part 296 related to the preparation and retention of records and reporting requirements. The newly worded Section 296.70, Preparation of Airwaybills and Manifests, reads:

(a) Each holder of an operating authorization as an air freight forwarder shall prepare an accurate airwaybill for each shipment consigned for transportation to a direct air carrier by such holder in the capacity of an air freight forwarder and a copy thereof shall be supplied to the consignor and to the consigne of each such shipment. Each such airwaybill shall contain:

(1) The following information: (1)

plied to the consignor and to the consignee of each such shipment. Each such airwaybill shall contain:

(1) The following information: (i) Name and address of consignor, consignee, and air freight forwarder, (ii) a limitation of liability statement, (lii) number of packages in shipment, (iv) total weight (both actual and dimensional, where applicable), (v) description of commodities, (vi) point of origin and destination of shipment, (vii) declared value of shipment, (viii) declared value of shipment, (viii) date of airwaybill preparation, (ix) name of enploye or agent preparing airwaybill.

(2) The following charges, when applicable: (i) commodity rate applied, (ii) total weight-rate charge, (iii) pickup and/or delivery, (iv) excess valuation, (v) charges advanced, (vi) assembly or distribution, (vii) other accessorial charges (specify), (viii) insurance (ilability), (ix) C.O.D. fee, (x) transportation tax, (xi) total charges and an indication as to whether charges are prepaid or collect.

(b) Each holder of an operating authorization as an air freight forwarder shall prepare an accurate manifest showing every individual shipment included in each consolidated shipment consigned for transportation to a direct air carrier by such holder. There shall be set forth in each such manifest the following information:

formation:
(1) The number of the air freight forwarders' individual airwaybill for each individual shipment with a consolidated shipment.
(2) Name of the direct air carrier transporting the shipment and the number of the direct air carrier's airwaybill under which the shipment is transported. ported.

under which the snipment is transported.

(3) Date of shipment.

(4) Weight of each individual shipment and the total weight of consolidated shipment.

(5) When a consolidated shipment to be transported to points in the United States and foreign points outside thereof, a clear statement that shipments with a foreign destination are included in the consolidated shipment.

Note: Where a forwarder proposes to conduct an operation in which simplified documentation is a necessary part, it shall be the responsibility of the forwarder to secure from the board documentation to be utilized.

The CAB contends that the lack of uniformity has tended to "confuse and mislead the shipping public and unduly ham-pers the Board in effectively carrying out its investigative and policing functions." It has been charged that while all forward-ers use a form of airwaybill, some have failed to indicate "an adequate itemization of charges imposed or a description of the commodities being shipped, making it impossible to determine whether the correct commodity rate has been applied without actually opening the package and examining the contents."

## STUDY FORWARDER PAY TIME

The Civil Aeronautics Board is proposing to change Parts 221, 296, and 297 of its Economic Regulations in order to replace the present seven-day time period requirement for domestic air freight forwarders with a new one which stipulates 21 days, and reducing the 30-day requirement for international forwarders to 21 days. The forwarders have complained that the sevenday requirement is unrealistic and does not conform to "sound bookkeeping practices.

The Board has issued a notice of rulemaking "which encompasses the issue raised by the petition and, in addition, deals with the related question of the bill-ing practices of air carriers." Its proposal to extend the domestic forwarders' period of payment and to reduce that of the international forwarders is tentative, the Board stated. The final outcome will depend an "consideration of the period of the consideration of the period of the consideration of the period of the period

Board stated. The final outcome will de-pend on "consideration of comments re-ceived on or before June 2."

It is the view of the Board that "the period within which international freight forwarders must pay their transportation charges (be) the same as that which ap-plies to domestic forwarders since there appears to be no substantial difference between the administrative problems of do-mestic and international forwarders."

ATLANTIC CHARTERS

Part 295 of the Economic Regulations has been revised to allow the Civil Aeronautics Board to grant temporary or seasonal (April-September) blanket exemption authority to supplemental and all-cargo air carriers for transatlantic passenger charter flights. Heretofore they were required to file an application for each such

It had been suggested to the Board that

all-cargo carriers should be excluded from the revised regulation so that they could concentrate on the development of freight traffic. The Board, however, adopted the view that if the all-cargo carriers were in a stronger position, "the proposition would have greater force." It decided that "there is insufficient reason to exclude the allcargo carriers at this time . . .

## COMMERCIAL AIRCRAFT

## MORE JET PURCHASES

Braniff-An additional 720-027 jetliner has been purchased from Boeing, the fourth such type ordered. The Dallasbased carrier also operates a fleet of 707-227s. Two of the 720s have been delivered, and a third is expected in a couple of months. Delivery date of the fourth is set for May 1962.

National-G. T. Baker has announced the purchase of seven Douglas DC-8 turbofan jets. First of these will be delivered in October. Average sales for this series of jet is in the neighborhood of \$5½ million each. For Douglas, the National order raises to 166 the total sales of the manufacturer's transports.

El Al—Fourteen million dollars will be spent on a pair of Boeing 720-B medium-range jets which is slated for delivery early next year. The Israeli carrier previously purchased three Boeing 707 Intercontinentals for operation on its North Atlantic run. It flies Bristol Britannia propjets European routes. The North Atlantic service shortly will become all-jet, while in Europe the 720s will replace the propjets.

TWA-A lease-purchase deal with Boeing will give TWA 30 of the "newest and ing will give I WA 30 of the "newest and most advaned" jet transports. Announced by Charles C. Tillinghast, president, the deal calls for the outright purchase of 26 aircraft (20 707-131Bs and six 707-331Bs), and the leasing of four mediumrange 720Bs. The 131Bs and 720Bs will be used on domestic routes; the 331Bs on international services. The new planes will give TWA a jet fleet of 77 aircraft. Till-inghast indicated that the lease-purchase will involve an expenditure of \$187 million, including spares.

## JET DELIVERIES

El Al—The airline last month took de-livery of its first Boeing Intercontinental at a special ceremony held at Boeing Field,

Swissair—Late this summer, the Swiss airline will accept two Convair 880-M jets. They are slated for Far East service.

## DOUBLE-DECKER STUDIED

The manufacturer of the Argosy freight-The manufacturer of the Argosy freighter, which Riddle Airlines is operating and British European Airways has just purchased (May 1961 AT, Page 36), is studying a double-decker design which would be "an advanced version of the Argosy AW-670 series." It is under consideration as an air ferry and airbus. Armstrong Whitworth Aircraft, of Coventry, England, a member of Hawker Siddeley Aviation, stated:

"The expanding air ferry business has been borne in mind in preliminary studies of this new version and particular attention paid to the exacting requirements of short-haul, high-intensity operations such as the car ferry services operated between Britain and the Continent."

In the form of an air ferry, the doubledecker would carry a 25,000-pound payload for 140 nautical miles, or 20,000 pounds (Concluded on Page 77)

## LONDON LETTER

(Continued from Page 12)

Within a 75-mile radius are Leicester, Nottingham, and most of the Birmingham

It is not generally appreciated that there is within a 50-mile radius of Manchester a population of 10,753,600, and that it is the most heavily industrialised area in the world. If the service area is extended 75 miles radius the population 14,957,000.

Among the many airlines to take advantage of this geographical situation is Mercury Airlines, a newly formed char-ter company which has its base at Manchester Airport. The managing director of the company, Lord Calthorpe, believes that his airline is destined to be successful, providing, as it does, aircraft for wet or dry charter at any time of the day or night.

At present, Mercury's fleet is composed entirely of four-engined De Havilland Herons, but plans are in hand to consolidate this with one or two C-47s.

During a recent labour dispute Mercury was called upon to provide a shuttle service between Britain and Ireland to ferry across newspapers. This they managed with complete success.

Naturally, most of the freight routed via Manchester is destined for a foreign country, and of all such services the transatlantic one is the most important. Realising this, BOAC has introduced an allfreight service, using DC-7Fs which fly direct to Montreal and New York. Freight is also carried on BOAC's transatlantic Boeing 707 and Brittania flights and the Sabena service.

I talked to Tony Brock, the young editor of the duplicated news-sheet Aviation Gazette, issued by the SNAE, an organisation devoted to the furtherance of air transportation development in Northern England. Said Brock:

"I believe that Manchester is on the verge of becoming one of the world's greatest air transport centres. You have only to look at the number of airlines mainly foreign ones, incidentally—that use Manchester Airport, to realise that this is a very important cog indeed in the

European system.
"By the way, I'd like to congratulate Air Transportation on its November, '60,

Air Transportation on its November, '60, issue. It was very well prepared."
Under the guidance of George Harvey, the airport's director, Manchester Airport is expanding beyond all measure. Of all its achievements the airport directorate are proud of the fact that with regards to air mail the regularity achieved is over 98.5%.

Talking of the complexity of European operations, an international organisation which is contributing to the improvement and development of commercial air transport in Europe, held its annual meeting in London.

The organisation is the Air Research Bureau, which by means of expert studies and surveys, statistical comparisons and other research projects, helps to promote cooperation between the member airlines and their users in all fields of air transport activities.

The bureau, which has a permanent secretariat in Brussels, has done much in recent years to promote air commerce. One of its most obvious successes was the promotion of a new quick reference, European Air Guide, which is proving a boon to all shippers. As Malcolm Black, president of Air World, said:

"They don't boast of their activities, but they damn well help to unify European and the said of the said."

pean communications.

The present complement of members of

the ARB is:
Full members: Aer Lingus, Air France, Alitalia, BEA, BOAC, Lufthansa, Finnair, Iberia, KLM, SAS, Sabena, Swissair and TAP.

Members: Icelandair Associate Olympic Airways.

These airlines, which carry the bulk of Europe's air freight, are striving continually to improve service to the shipper. In my next column I am hopping over

to the Continent to study the operations of various shippers and operators in Belgium, and more particularly Brussels.

## COST-FINDING

(Continued from Page 4)

fields of Civil Aeronautics Board authority in this area are in granting certificates of public convenience and necessity for cargo routes, and in regulating rates charged by the carriers.

"The study will provide cost-finding in-formation to the CAB for consideration in making policy decisions on rate and other air cargo problems. It should lead toward providing a formula for use in defining

"Moreover, there is obviously a high elasticity of demand in air cargo, and accurate pricing judgment is essential to tapping the total market potential. This is a matter of great complexity, and there seems to be a lack of standards of judgment.

"The various policy questions involved in this complex subject will not be answered by the proposed study, but the in-formation and analysis develope! can help show the way for the formulation of many necessary policies.

"Requests for bid proposals were sent today to a number of firms known to be

interested in such work. Bids are also requested from any other firms which believe they can turn out the high quality analysis required. Wide latitude is encouraged on the part of all qualified bidders to define the problems more fully and provide their thoughts on the best ways to solve them."

Copies of the letter requesting bids and draft of the proposed contract may be obtained from the CAB by calling or writing Office of Administration, CAB, Washington 25, D. C., Dudley 2 7621.

## **SYMPOSIUM**

(Continued from Page 10)

Consolidators, Inc. and International Airfreight Agents Association; Robert C. Lord, president, Miami Gateway Corp.; Brig. Gen. Earl C. Hedlund, director of transportation, deputy chief of staff-materiel, U. S. Air Force; and John D. Farrington, Jr., Society of Packaging & Handling Engineers.

Discussions covered a wide range of subjects, including air freight sales, handling, ground operations, air freight forwarders, cargo sales agents, packaging, and aircraft.

## COMMERCIAL AIRCRAFT

(Continued from Page 76)

for 420 nautical miles, with full allowances. As an airbus, it would haul 20,000 pounds for 350 nautical miles with full allowances.

## BEA ARGOSY ORDER

British European Airways, whose purchase of three Armstrong Whitworth Argosy freighters was reported in this column last month, expects to produce an annual cargo capacity of 16.2 million ton-miles with these three aircraft flying 2,000 hours. This will amount to nearly twice the freight ton-mileage of the British carrier's entire fleet last year. Delivery is scheduled to start in November, and it is confidently expected that they will be in service by the following spring. The Argosies will supplement BEA's extensive all-cargo operation which utilizes converted Viscounts, DC-3s,

## GROUND SERVICES

## PAN AM-ONEIDA

Pan American World Airways recently ran American world Airways recently entered into an air-truck agreement with Oneida Motor Freight, Inc. which serves many cities and towns in upstate New York. The pact is the seventh inked by

## HANDLING - PACKING

## COOLERS FOR CL-44

Canadair reports that it is developing refrigerated containers for the airlift of meat, fruit and vegetables in the manu-facturer's CL-44 propjet swingtail freighter.

Palletized cartons of fresh food, secured by a throw-over net and enclosed by a rigid dome-shaped cover containing a refrigeration unit, is loaded through the open swingtail of the aircraft and winched into the main hold by the airplane's built-in cargo-handling system. Each container has its own refrigeration unit and is completely self-contained, thus making it possible to vary the degree of chilling to suit the cargo, or switched-off when not needed. It is pointed out that meat carried at one temperature on the outbound trip can be replaced for the return haul by fresh produce with a different cooling requirement.

The pallet of the refrigerated container is similar to the normal lightweight type used in the CL-44, but has a thicker base of low-density core sandwich material faced with aluminum alloy sheet. Lipped edge members are of reinforced plastics and have standard pick-ups for the airplane's winching mechanism. The light webbing throw-over net is stitched to form a cage, with attachment clips to connect with the The cover is rigid, foamed plastics material surfaced with abrasion-resistant skins and reinforced in areas vulnerable to damage. Cooling ducts are formed inte-grally with the walls of the cover and match similar ducts built into the pallet

Vapor-cycle cooling is used, with Freon gas as the refrigerant. A fan in the refrigeration unit circulates cold air through the ducting. The unit is bolted to lugs in the roof center of the cover and is electrically powered by the aircraft AC supply system. The plane accommodates 10 refrigerated containers, each with a net volume of 334 cubic feet and a load capacity of 7,600 pounds.

## BOOKS

For those destined to the Iberian peninsula, we suggest they pick up a copy of Your Holiday in Spain and Portugai (Taplinger Publishing Co.; 239 pages; \$2.95), by Gordon Cooper. A well-organized volume, it enters seriously into the business of planning the reader's trip—or, at least lending him some forthright and certainly knowledgeable assistance. Meets his every need—which is the best recommendation a reviewer can accord any travel guide. Illustrated with an interesting selection of photos.

Gorgeous is the one descriptive word

deresting selection of photos.

Gorgeous is the one descriptive word we can think of for the two new small volumes in the Panorama Books series—Sicily and Styria (French & European Publications, Inc.; 60 pages each; \$2.75 per copy). Both were authored by Egon Millonig, and translated by Gladys Wheelhouse. Following the usual format established for this series, several pages of historical and descriptive text are followed by 30 color plates which approach the ultimate in beauty. City, rural and interior scenes almost breathe life. The final portion of each book is devoted to descriptive material for each picture. Don't miss these. Don't miss these.

Don't miss these.

Then there are three new little pocket-size books in Dover Publications, Inc. well-regarded series for the overseas traveler. The first takes into account the tongue-tied traveler to Denmark with Gerda M. Andersen's Say it in Danish (165 pages; 75¢). Contains the most-used phrases and their meanings, together with phonetic pronunciation. Well-indexed. Following the identical plan is Say it in Esperanto (160 pages; 75¢) which, we must confess, takes a little skull-scratching to determine where this will be used. The latter is by G. A. and D. T. Connor. Then there is the seventh revised edition of Charles Vomacka's Money Converter & Tipping Guide for Euro-Then there is edition of Charles Vomacka's Mon Converter & Tipping Guide for Eurpean Travel (128 pages; 60e) which as handy a little book as you'll we on your person during the whole your trip. The edition includes your trip. The edition includes as well your trip. The edition incli Iron Curtain countries as Israel, Egypt, and Turkey.

More from Dover Publications for the traveler. Three new releases in the record-and-book Say it Correctly series are lessons in Russian, Turkish, and Serbo-Croatian, each retailing at \$1.00 per set. Each set consists of a 7° 33½ rpm record and 32-page companion booklet which contains the spoken text. Playing time: 14 minutes.

text. Playing time: 14 minutes.

And for the traveler with loose change in his jeans, there's The Temple Fieldings' Selective Shopping Gulde to Europe (William Sloane Associates, Inc.; 128 pages; spiral-bound; \$1.95). The new edition remains tops in its field, and will unerringly steer you to the bargain places as well as divert you from those numberless booby traps for tourists. Concise, but loaded with excellent information.

All you want to know about the

with excellent information.

All you want to know about the Virgin Islands—its history, past and present; its people and their customs; its lure of visitors and new residents—are covered by Jeanne Perkins Harman in her book The Virgins: Magie Islands (Appleton-Century-Crofts, Inc.; 269 pages; \$4.95). An exceptionally good picture of the place "where tired angels pause to rest," expertly written by one who obviously has fallen in love with the Islands. There's a particularly good chapter for would-be residents.

Edited by Neville Duke and Edward

Edited by Neville Duke and Edward Lanchbery, The Saga of Flight (John

Day Co., Inc.; 406 pages; \$5.95) is an excellent anthology of writings on man's urge to fly and his conquest of the sky, brought forward from Leonardo da Vinci's theories to the age of supersonic flight. A gathering place supersonic flight. A gathering place for the outpourings of scores of persons on a wide range of subjects, the volume is divided into five parts. These discuss the quest for flight, its mastery, its utility in war and peace, and test flying.

Mel Hunter's Strategic Air Command (Doubleday & Co.; 192 pages; \$4.95) is a well-written and handsomely produced story of the SAC, complemented by a fine collection of photographs, all the work of the author. A vividly told story of one of the free world's most powerful war deterrents. Writes Hunter of the SAC: "Had it not existed, had it not lived peacetime on a war footing, had it not had far more foresight than most of us, this world would be a very different place today."

would be a very different place today."

The 1961 edition of Aircraft Annual
(SportShelf; 96 pages; \$3.25), edited by
the well-known John W. R. Taylor,
contains articles by a number of qualifled experts in various phases of aviation, as well as the usual round-up by
the editor of events during the past
year. Notable by its absence is any
reference to the achievements of air
cargo in that section devoted to commercial aviation. Profusely illustrated.

mercial aviation. Profusely illustrated. In Soviet Space Technology (Harper & Brothers; 179 pages; \$3.95), Alfred J. Zaehringer, a rocket expert, discusses Russian achievements in the current space race. Space technology in Russia, the author points out, goes back to the days of the czars. "Although they did not invent rockets, the early Soviet recognition of their importance certainly played a major role in creating today's world of the Space Age!" he writes. Foreword is by Wernher von Braun. Interesting and topical. and topical.

Laughing Historically (Bernard Gels Associates; 63 pages; \$2.50) is a good title and a good rib-tickler. Hal Kapplow, who has a way with a picture caption, has collected several score well-known art works, applied a sly line to each, and is sitting back to watch the fun. Some are mediocre, most are good, and even a few inspired; but none falls flat.

spired; but none falls flat.

Peter Elston, who was a member of the Royal Tank Corps and writes that way, has produced a hard-hitting war novel in his Warriors for the Working Day (Coward-McCann, Inc.; 351 pages; 33.95). Knowing his men and the battles—he admits to having based some of the incidents in the book on personal experiences—Elston is successful in imparting the fears and tension and separate valors of his characters. While pointing up in his fast-moving tale the long wait for the invasion of Europe and the cold dread of the new weapons of the enemy, the author keeps a studied pace and build-up in his characterizations.

Alan Paton, author of Cru, the Be-

his characterizations.

Alan Paton, author of Cry, the Beloved Country, is a man of such rare compassion and fineness of spirit that no matter what period of the world's history he had been born in, his light must have shone out. The light shines as bright as ever in his new book of short stories, Tales From a Troubled Land (Scribner's; 128 pages; \$3.50). Most of the stories are reminiscences from his time as principal of a South African reformatory—or one must conclude them to be reminiscences, they are too real to be invented. Each story is a gem; sensitive, economical, and eminently readable. Incidentally, Scribner's is to be congratulated on having produced this book in such a way that each page of print is a pleasure to the eye.

## AIRPORTS

## SAN JUAN

Report for the month of March shows a total of 4,352,677 pounds to have moved

through Puerto Rico International Airport, as against 4,225,117 pounds in the corresponding month of the year before—an increase of 3%. In the first quarter of 1961, a total of 11,777,426 pounds was handled, as against 11,759,574 pounds in January-March 1960, an increase of 0.15%.



The numbered paragraphs on this page correspond with the numbers appearing in the prepaid order card attached here for your convenience. To order one or more pieces of literature, or other types of materials, at absolutely no charge to you or your firm, just encircle the corresponding number in the order card, fill in the required information, and mail it in. Air Transportation will do the rest of the job.

- 20 How to Increase Profit Opportunities—Worldwide, a new 16-page booklet which explains some of the reasons why the ideas of global marketing are growing in importance. It suggests methods of reducing distribution costs. Excellent reading for the modern businessman.
- 25 Airfreight: Challenge, Action, Results—an eight-page booklet devoted to a significant address by the president of the Air Transport Association of America.
- An outstanding 52-page booklet on the history of French commercial air transportation. Written in simple, nontechnical language, this well-lilustrated booklet provides an absorbing story of the 42-year career of Air France. In addition to some full-color photos, it includes route maps of the airline's world network.
- 27 Any business group interested in the subject of materials handling may arrange, through Air Transportation, to procure on loan the new color motion picture, It's Your Move. The film "reveals the versatility of conveyor manufacturers in solving difficult materials handling problems." Running time: 24 minutes.
- Here's another film available free to interested groups—Turbocopter Odyssey—which shows the versatility of turbine helicopter transport operating under a variety of circumstances. Running time: 12 minutes.

## Please Note

Items are offered in Come 'n' Get It for three consecutive months. Added this month are items Nos. 37 to 39.

Items generally remain available for approximately three months after the last time of publication, but may be withdrawn earlier.

- Another helicopter film is 'Copters in Combat, also free to groups. This flicker shows how the helicopter can solve an infantry company's problems of logistics, supply and evacuation under fire. Running time: 12 minutes.
- United Air Lines has produced a Profit Analyzer, "based on the concept that air shipment of goods may, for some companies, reduce total procurement and distribution costs." The Profit Analyzer is best applied to firms that operate branch warehouses and have a fairly high product cost value per pound. It is designed to enable shippers to determine if profits will be increased by using air freight.
- 31 Trade fairs, conventions, meetings, national events, etc.—all those scheduled to be held between April and September are listed in a handy 23-page booklet just issued. Covers the world.
- Here is an attractive brochure produced by an air freight forwarding firm which features a reprint of a magazine article describing a new-type of international air service for shippers. Of special interest to importers and exporters.
- New 16-page catalog produced by a manufacturer of narrow-aisle electric trucks and hydraulic hand pallet trucks. Illustrated with on-the-job photos showing a wide variety of applications for space-saving equipment. Also illustrates various models available and gives pertinent information regarding specifications.
- Going to Europe? Here is a wonderful 48-page booklet by KLM which covers 10 West European countries and provides up-to-the-minute information on currency conversion, duty-free imports, tipping, temperature ranges, time differentials, location of American embassies and consulates, and a list of best buys in each country. It includes a section on passports and documents, giving data on visa requirements, vaccinations, etc. Another section includes European conversion tables for temperature, weights, measures, capacities, etc.
- 55 Four-page brochure which, in pictorial style, provides a series of ideas on how to cut costs through the use of conveyor installations.

- 36 An illustrated safety kit designed to make fork lift truck operators more efficient and safety-conacious in the materials-handling work, offered by a major manufacturer of materials-handling equipment. The kit contains a pocket-sized Lift Truck Operators Guide, four humorous safety cartoons for posting on plant bulletin boards, and four attractive lift truck route posters printed in bold letters. Excellent.
- Sample copy of the American Import d Export Bulletin, monthly digestsize magazine devoted to international trade. Features a wide variety of data of special importance to foreign traders, including listed opportunities for import and export trade.
- Here's a new 16-page booklet on steel-fabricated storage equipment. Intended as a time-saving reference book to help storage system planners quickly pinpoint their main storage objectives and the best ways to achieve them. Wellillustrated.
- Essential Facts for World-Traders and Travelers, a valuable 63-page booklet which provides a wealth of information. Compiled by a well-known international forwarding firm, it contains such helpful data as foreign exchange, weight conversion tables, passport information, important dates in foreign countries, foreign trade definitions, airline distances, etc.

## SLICK

(Continued from Page 4)

erated to Hartford, Springfield (Mass.), Providence, Wilmington (Dela.), Baltimore, Washington, Indianapolis, Toledo, Houston, San Diego, and South Bend.

Ten years ago, Slick was the No. 1 domestic air freight carrier. In 1952 and 1953 it slipped to second place, behind United Air Lines; and in 1954, it dropped to third when American Airlines took over the top spot which AA has held ever since. Even though its tonnage kept steadily increasing, Slick fell to the fourth position the following year, staying there through its last full year of common carriage operations.

It was because of heavy financial reverses that Slick dropped out of schedule operations, leaving the transcontinental all-cargo field to the Flying Cargo Line. Since that time the all-purpose air carriers have vastly increased their all-cargo canacity.

## MIAMI

(Continued from page 10)

be relieved by diverting a part of that traffic to other cities, including Miami. It was pointed out that in contrast to Miami's record of less than 1% per year when the ceiling is under 500 feet and visibility less than one mile, New York's is 4%. It went on to claim that "Miami has a minimum ceiling of 1,000 feet and/or visibility of three miles 97% of the time while New York totals are only 83%."

The Authority asserted that both United States and European air carriers have indicated that they would like to operate to Miami direct from terminals in Europe, and to use the latter point as an alternate during inclement weather.

At the present time Cunard-Eagle operates a route between Miami and London via Nassau. Guest Airways connects the city with Madrid and Rome via San Juan. However, these flights are on a limited basis.

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SW Seaboard World (formerly Seaboard & Western) the air shippers' airline to and from Europe...and beyond, will soon be flying jet-prop CL-44's. Its unique swing-tail section reduces handling and accommodates large single pieces up to 85 feet long by 11 feet wide by 6¾ feet high. Exclusively built for air-freight, Seaboard World's new fleet of CL-44's can solve your most difficult shipping problems with jet-age speed, efficiency and economy-bringing you faster handling of shipments at lower overall costs. Seaboard World offers regular flight schedules to and



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special cargo man who prepares all documents—waybills, transfers, arrival notices—20,000 feet over the Atlantic! Within 30 minutes or less after landing, your cargo is ready for customs clearance.

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